

The Pop-up Primer

The ultimate guide to create your own
creative placemaking project and
activate your storefronts

by



www.miles.city | [@MILESxCITY](https://twitter.com/MILESxCITY)

About The Pop-up Primer /

After three years enabling more than **150 pop-ups** in New York City, we decided to write this introductory primer for anyone that wants to create their own pop-up. Pop-ups are, by definition, exploratory and we encourage you to experiment with your own journey. This primer exists to help you spell out the steps that you will need to think through as you're doing your own pop-up; it is meant to be both high-level and practical. The language is geared towards emerging businesses but it is equally applicable to individuals, creatives, artists, community or brands wanting to pop-up.

We hope you will find this helpful and inspiring! We would love for you to share your story as well at : www.miles.city/popupstory

- miLES Team



1/ THE CO-CULTURE	6
2/ WHAT IS A POP-UP	8
3/ WHY HOST A POP-UP	10
4/ WHO SHOULD POP-UP	12
5/ WHERE TO POP-UP	14
6/ HOW TO POP-UP	16
7/ POP-UP SAMPLES	44
8/ POP-UP CHECKLIST	58
9/ POP-UP TESTIMONIALS	60
10/ SHARE YOUR POP-UP STORY	62
11/ NOTES & SKETCHES	64

150

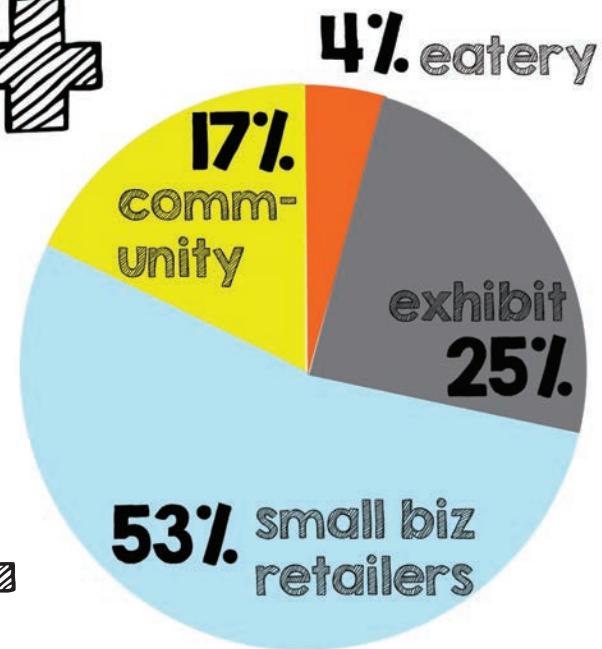


pop-ups since 2013

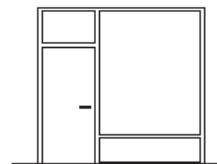
10000



total pop-up days:



IDENTIFY: STOREFRONTS



landlords
artists
party Managers
owners



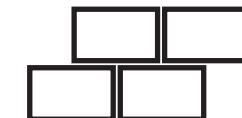
MATCH: INDIVIDUALS



Entrepreneurs
Creatives
Locals
Brands
and more...



SUPPORT: TOOLS, TALENTS COLLABORATORS



Product display
Consulting
Collaborators
and more...



CREATE & SUPPORT: EMERGING IDEAS!



About miLES /

miLES is a civic startup committed to activating urban neighborhoods as canvases for pop-up entrepreneurship. We provide entrepreneurs, creatives, brands, and neighbors with accessible space, talent, and tools to realize their visions. Together we transform underused storefronts to create new ways to work, shop, play and collaborate.

We are made in the Lower East Side and based in New York City. We want to enable neighborhoods from all over the world for pop-up entrepreneurship.

www.miles.city | hello@miles.city | [@MILESxCITY](https://twitter.com/MILESxCITY)



The Pop-Up Activist of the Lower East Side
-John Leland,
The New York Times



This "Airbnb For Storefronts" Is Creating New Opportunities In A New York Neighborhood
-Zak Stone,
Fast Company



miLES seems much more like an incubator - for the community.
-Michael Seo,
Huffington Post



Winner of One Prize 2012 -Selected over 100+ International submissions, jury headed by New York Council Speaker Christine Quinn



Winner of ArchDaily HP Innovation Challenge -Selected over 100+ designs



An example of how a creative community can spark a new social venture and create real impact in the world.
-Nathan Waterhouse,
OpenIDEO



What I love about miLES is it's a group of concerned citizens brokering for social good - it's community activism 2.0.
-Karen Wong,
New Museum



miLES is an innovative collaboration between designers, activists, artists, and entrepreneurs.
-Tamara Greenfield,
Fourth Arts Block



The miLES team is helping Lower East Siders drive value out of unused spaces, to make the neighborhood even more vibrant and accessible
-Dan Barash
The Lowline



Finalist of CrowdfundX NYC Challenge -Selected over 130+ New York City Businesses

1/ THE CO-CULTURE

Towards a Co-Culture

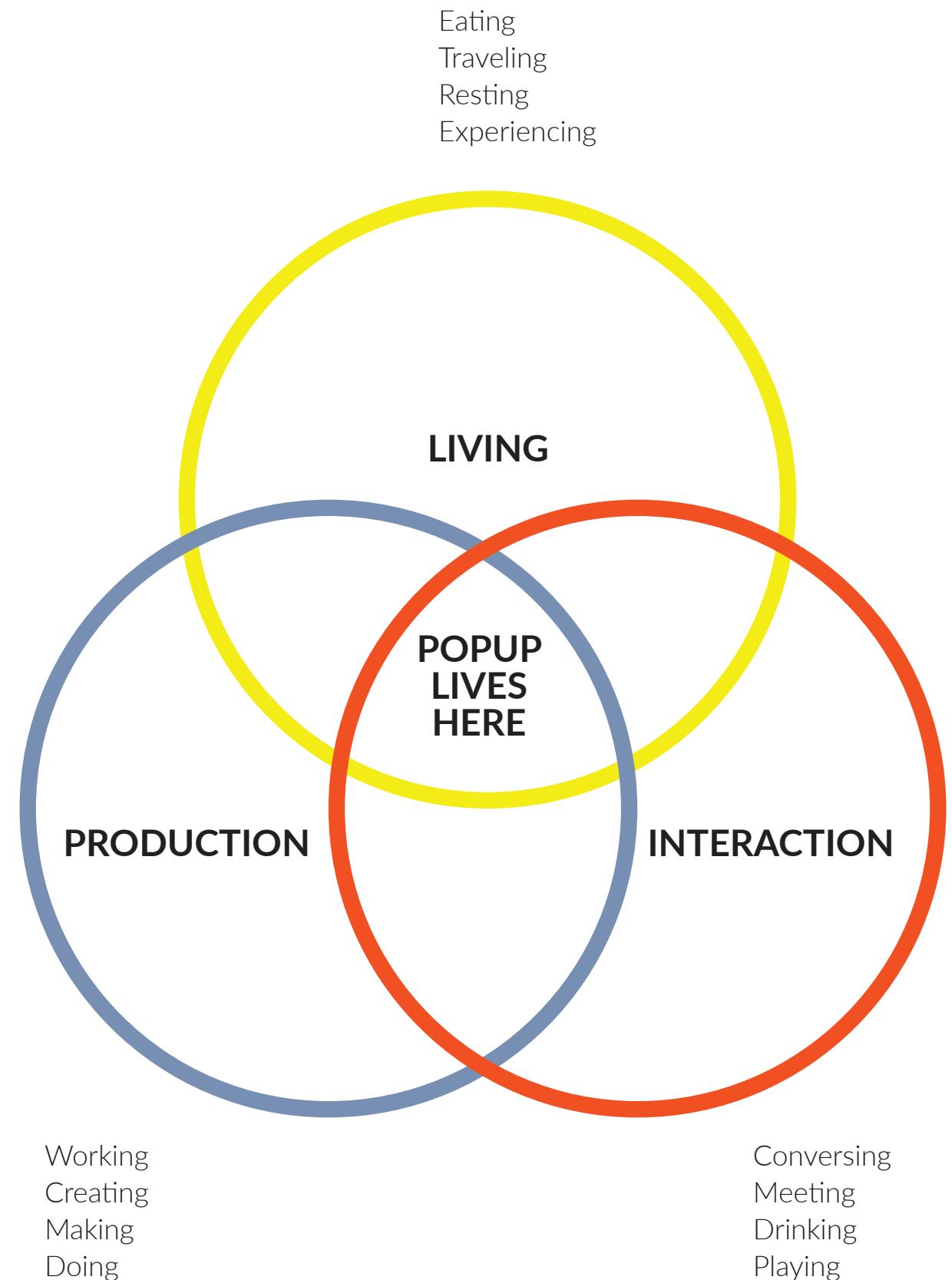
Our way of living, working and playing are all tied and integral to each other. By living authentically and working authentically, we are all striving to find a way to express our views, produce value, and exchange conversations in a meaningful manner with others. Whether we are entrepreneurs, workers, creatives, community activists, poets, or anything in between, we strive to find a way to find meaningful intersections between our work-life and the life outside of work.

With the rise of movement such as co-working, co-living, and different kinds of co-operated entities, the city has created many opportunities for us to experiment with these “Third Spaces”, spaces where we can redefine how we interact and how we define our private and public lives between citizens and between citizens, government, and corporations. What is exciting about our age and culture is the openness and interconnectedness to experiment these intersections.

We do not frankly know what the answer is, and therefore, we are asking you, all of you to collectively participate and prototype this third space, and of course, our version of the third space lives at popup storefronts, but it can also easily be expanded to any other kind of spaces with the same spirit.

We are all familiar with the speed of how we do things, and that businesses are constantly being “accelerated” and pushed for more users and to grow with scale. However, we are proposing the opposite. One that encourages discovery and experimentation. One that can accommodate failures, one that can cultivate intention over acceleration, one that center on others and the impact over others can be valued self-interest and profitabilities.

Let’s co-create this vision together, one pop-up and one storefront at a time, shall we?



2/ WHAT IS A POP-UP

General / appear suddenly or unexpectedly

Retail / denoting a store or other business that opens quickly in a temporary location and is intended to operate for only a short period of time

Civic / activating a space that is underused or vacant for a short period of time

Real Estate / disrupting the use of commercial real estate by shortening the normal duration of use from the nominal 5+ years to a day, a week, a month, a year, etc

Design / prototype new ideas and interactions

Branding / experiential content

Others / [insert your one sentence definition below]



3/ WHY POP-UP

Branding + Connecting /

Brand Exposure and marketing
Creating Content & Experience
Making connections and networking

Prototype + Launch /

Proof of concept for a new idea or product
New Product or business Launch

Growth + Business Strategy /

Ongoing strategy as part of your business model
Test new market and neighborhood
Trial run for a brick and mortar store
Get in-person feedback from your customers

Personality + Community /

Invite the public and your community into your vision
Create an atmosphere that shares your attitude and spirit
Bring together supporters old and new

Notes / Which of these fit why you are popping up?

POP-UP.

A NOUN, A VERB, AN ATTITUDE,
AN INVITATION.

**CELEBRATE THE MAGIC OF THE SHORT-TERM AND
THE SMALL-SCALE. TRY OUT YOUR IDEAS.
TELL YOUR STORY. INVITE THE PUBLIC
INTO YOUR VISION. LEAVE SPACES BETTER
THAN HOW YOU FOUND THEM. BE FLEXIBLE.
PROTOTYPE YOUR DESIGNS. TEST YOUR AUDIENCE.
FIND UNEXPECTED LOCATIONS. TURN SPACES INTO
PLACES. CARE FOR THE COMMUNITY. GET INSPIRED
BY EVERYDAY OBSERVATIONS.
CREATE WHAT YOU DREAM.**

**BUILD YOUR PASSION. TRY, FAIL, LAUGH,
LEARN, PIVOT, IMPROVE. EXECUTION IS KING.
AUTHENTICITY IS EVERYTHING.
SHARE YOUR IDEAS OFTEN & BUILD UPON OTHERS'.
PARTNER CREATIVELY. PLAN IMAGINATIVELY.
DO IT TOGETHER.**



#POPUPMANIFESTO
by **miLES**

JOIN OUR MOVEMENT @madeinLES
SIGNUP AT madeinLES.ORG

4/ WHO SHOULD POP-UP

Brand New Companies /

New companies looking for brand exposure

Online Companies Looking to Grow /

Companies with a strong online presence that want to use physical channels to further boost their online strategies, engage their fans offline, etc.

Businesses Prototyping New Product Lines /

Businesses that want to test new concepts, interact with existing and potential customers, and maintain brand novelty.

Brands Pairing Events with Marketing Strategy /

Brands can schedule their popups to align with events that bolster their marketing strategies (e.g. Fashion Week, Design Week, Holiday Season)

Brands That Pop-Up All Over, Often as Integral Part of their Brand /

Some brands have integrated pop-ups as part of their growth strategy and create successful pop-ups in different neighbourhoods around the world. In these cases, a pop-up becomes an inseparable part of their growth strategy.

Question / Are you ready to pop-up? How many dots on the right do you score?

While pop-ups are one-off experiences, the value and effectiveness of pop-up increases when it is a cyclical and part of the strategic thinking behind the growth of a company or brand. When considering a pop-up, they should never be looked upon as isolated cases of success or failures, but rather opportunities for growth and learning about your company or product lines. The following are a few suggested items you should consider:

	New Brands / One-offs	1 - 3 Year-old Brands	> 3 Year-old Brands
Novelty of Newness	3pts	2pts	1pt
Existing Audience	1pt	2pts	3pts
Integral w/ Marketing Strategy	1pt	2pts	3pts
Network of Partners	1pt	2pts	3pts
Clearly Defined Target Audience	1pt	2pts	3pts
Integral w/ Business Strategy	1pt	2pts	3pts

How to use the chart:

Choose column 1, 2 or 3 based on the years your idea / brand has been active, and go down the column to see if have addressed the topics in question. This is a rough guideline of the success of your popup and the expectation you should get from it:

Score:	1 to 5	Marketing only
	6 to 10	Marketing & Growth Strategy
	11 to 15	Marketing, Growth & Business Strategy
	16 and more	Pop-up as Integral to Marketing, Growth & Business Strategy

5/ WHERE TO POP-UP

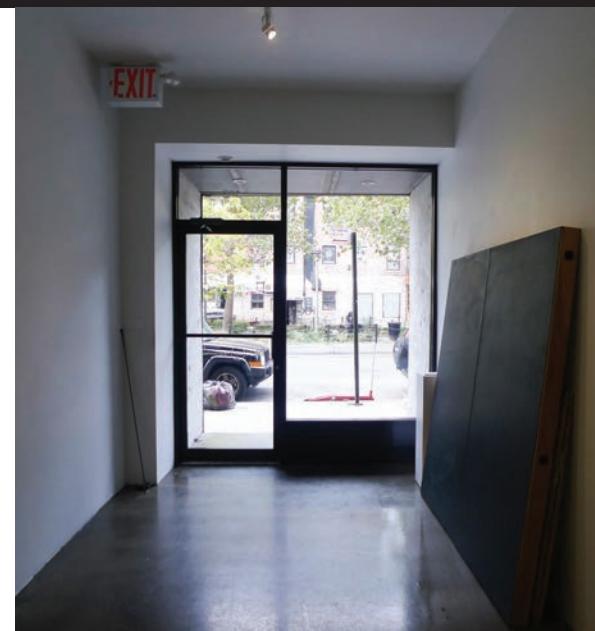
MARKETPLACE /

Marketplaces are one of the most popular forms of pop-ups and fit the needs of small businesses very well. They offer high foot-traffic, exposure to a wide range of audiences, and the organizers often take care of a good deal of the marketing.



POP-UP STORES /

More and more storefronts are now open to short-term rentals. These are spaces that are equipped and furnished specifically for pop-up uses. They provide a customized experience for your brand.



EXISTING STORES /

A variety of retail stores curate and select products to carry in their stores, usually purchasing at wholesale prices or featuring products on a consignment basis. Working with existing stores can be a great way to cast a wide net by sharing a diverse range of your products to a variety of customers and locations.



VACANT STORES /

These are storefronts that are currently empty and are available for long-term lease. Typically and traditionally they are not available for pop-ups, but over the past few years more landlords have been opening up to the idea of pop-ups. Popping up in a vacant storefront tends to involve a lot of work in getting an agreement and prepping the space to be ready for a pop-up.



6/ HOW TO POP-UP

Dealing with anything that involves a physical location can be daunting. Popping-up may be especially intimidating because of the tighter time schedule and the many factors for planning and execution that need to happen at all at once.

A pop-up is essentially an event that involves a series of interlocking components. With this pop-up primer, we have developed a 9-square grid system to help you tackle the core elements one by one. A successful popup balances all of these considerations.

LOCATION

**LAYOUT /
DESIGN**

**BRANDING /
GRAPHICS**

**INSURANCE /
LEGAL**

**PR /
MARKETING**

EVENTS

LOGISTICS

STAFFING

**PARTNERS /
SPONSORS**

LOCATION

LOCATION	LAYOUT / DESIGN	BRANDING / GRAPHICS
INSURANCE / LEGAL	PR / PROMOTION	EVENTS
LOGISTICS	STAFFING	PARTNERS / SPONSORS

Location & Adjacencies /

Location is key to retail because the exposure of a pop-up is determined in large part by the foot traffic and audience that is exposed to the storefront. However, a challenge tied to a good location with a lot of passerbys is price. Depending on your resources, you may need to decide whether you should put your budget towards PR / Marketing efforts to attract the right audience to your less-central location, or spend more on an expensive location that already has ample foot traffic. A balance between the two is crucial for the success of your pop-up as real estate costs in cities such as New York City can be outrageous. Also, be aware of what is adjacent to your pop-up space— is there a retail store that is competitive to yours? Or something that is symbiotic to what you are doing? Is there a famous landmark close-by? For better or for worse, these are factors that will effect your popup’s success.

Condition & Amenities /

Some spaces are offered as turn-key storefronts, while others require some upfront fixing up like painting or more significant work. While doing any construction or repair work to a space seems like a big undertaking, it could also reduce your rent as an incentive for the host to have you in the space (ie: if you’re going to improve the space perhaps you can negotiate a better price). Amenities are also a key factor to consider when selecting the space. Some common amenities to look out for include:

- outlet locations & electricity
- heat & air conditioning
- functional bathrooms & water access
- kitchen or cooking limitations
- security
- WIFI or internet access
- key access / opening hours



VS



LOCATION

LOCATION	LAYOUT / DESIGN	BRANDING / GRAPHICS
INSURANCE / LEGAL	PR / PROMOTION	EVENTS
LOGISTICS	STAFFING	PARTNERS / SPONSORS

How to Find a Space /

There are a few ways to approach pop-up spaces or vacant stores. In this primer we are not going to cover how to work with marketplaces or existing retails, as those are rather straight-forward and require less work. Below are the three primary ways to find a pop-up space:

Via Pop-up Platforms /

This is our suggested channel to approach pop-ups as pop-up platforms have existing relationships with landlords and hosts. Pop-up Platforms connect you to spaces that are already open to pop-ups.

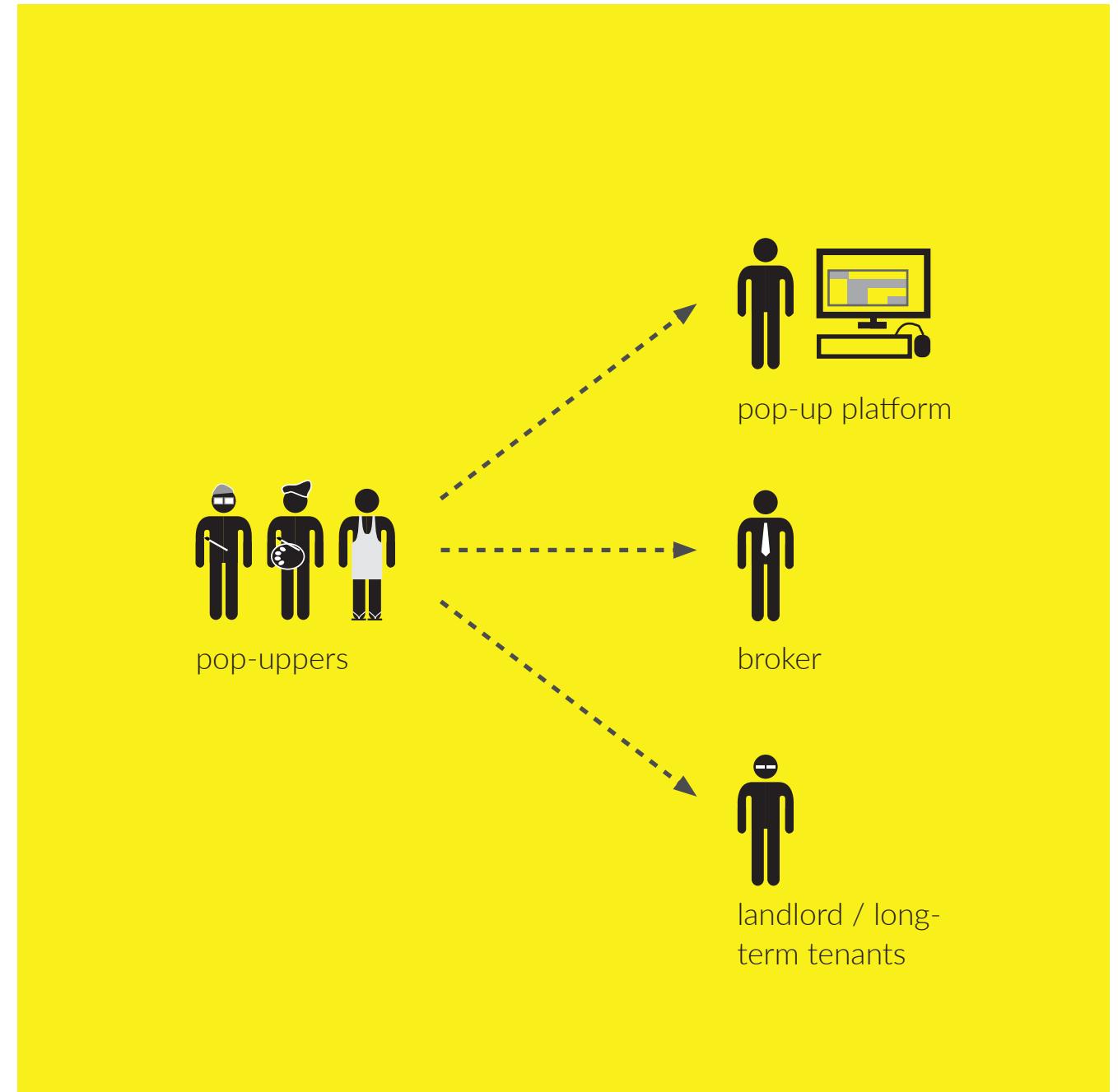
Via Brokers /

Some brokers are open to connect pop-uppers with landlords that have potential spaces for pop-ups. Unfortunately, there is not much (financial) incentive for brokers to work with pop-uppers. However, if you are looking to use a space for one month or more, this could be a good channel.

Via Landlords or Current Tenants /

If you can connect with a landlord directly, this is a better approach than brokers. Note that these arrangements usually require a long and dreary pitching process to the landlord. We will cover how to deliver a landlord-friendly agreement in the logistics section of the Primer.

Tip: if you are pitching to landlords, try to pitch that you can bring exposure for potential long term tenants while bringing immediate income to their vacant property.



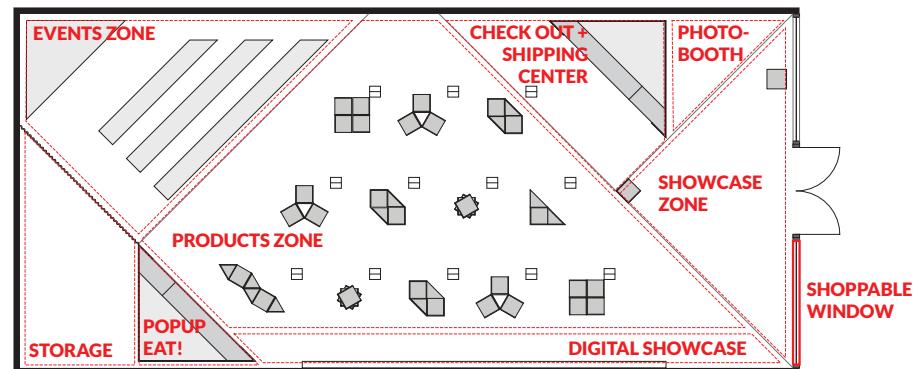
LAYOUT / DESIGN

LOCATION	LAYOUT / DESIGN	BRANDING / GRAPHICS
INSURANCE / LEGAL	PR / PROMOTION	EVENTS
LOGISTICS	STAFFING	PARTNERS / SPONSORS

Layout /

Layout is key to identify different zones within your pop-up, how the flow will work, and how different events and activities are organized. A detailed layout with accurate dimensions can also help you determine all the right furnishing for the space ahead of time.

Tip: if drawing a floorplan feels overwhelming, start with post-it notes and identify different zones within the storefront. Then increase the level of details and re-organize as needed.



Mechandising & Displays /

It is important to have a solid understanding of the products that you are displaying. What aspect do you want to feature? What is the appropriate height to display them? How should they be secured? And how should they be lit? Make sure the products are presented in a logical manner and are organized so that your customers can find what they want.

Tip: Lighting is key to make products pop and surface textures are essential to create an overall atmosphere that suits your brand and products.



Furnishing & Equipments /

Once you have a good understanding of the products you'll carry and how best to showcase them, you will have to work on the type of furnishing and displays that can highlight them. For a short-term pop-up, furniture from places such as Ikea, Home Depot, and CB2 are good sources for a wide variety of products that could fit your decor and branding needs. If you have a designer or builder within your team, you can also fabricate or build simple furnishing from scratch. Minimalist and neutral materials such as plywood, particle boards, water pipes are all good raw materials to work off from.

Tip: Make sure you start with a color or material palette before you begin to hunt for furniture.

BRANDING / GRAPHICS

LOCATION	LAYOUT / DESIGN	BRANDING / GRAPHICS
INSURANCE / LEGAL	PR / PROMOTION	EVENTS
LOGISTICS	STAFFING	PARTNERS / SPONSORS

Overall Branding Coherence /

Similar to merchandising and design, there should be coherent branding and a consistent color scheme for your pop-up before you start with any design. The overall coherence of your branding should transcend across different components including flyers, decal, banners, chalk color, furnishing, event invites, and really anything else that is in your control. Be rigorous and ruthless in your execution, even the color of paper napkins adds to the overall effect of the space.

Color & Font /

Pick a color palette and a single font to use across all of your branding materials.

Tip: A maximum of 2 primary colors paired with a variety of greys usually work quite well.

Online & Offline /

Integrate your online and offline branding. Make sure the following are clearly visible in your physical pop-up:

- your brand's website
- your pop-up hashtag
- your social media handles

Your in-person event can be captured by your audience and shared on social media as digital content. This allows your pop-up to gain exposure beyond the attendees and, if shared while your popup is ongoing, can attract more visitors.

Tip: Create an environment with a hashtag that is unique, intriguing, or otherwise irresistible so that your visitors are compelled to tell others about it!



BRANDING / GRAPHICS

LOCATION	LAYOUT / DESIGN	BRANDING / GRAPHICS
INSURANCE / LEGAL	PR / PROMOTION	EVENTS
LOGISTICS	STAFFING	PARTNERS / SPONSORS

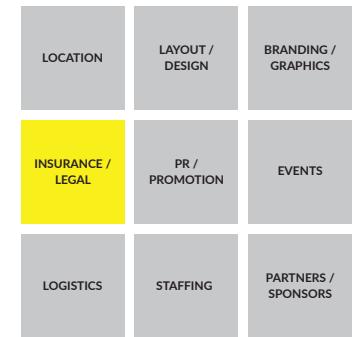
Decal, Banner, Flyers & Posters /

Prepare different graphics and branding collateral with enough lead-time so that everything can be printed and produced prior to your pop-up.

Tips: Print you decals with the adhesive on the front (they are reversely printed). Also, white decals tend to look the sharpest because during the day most interiors are darker than the sun-lit streets outside.



INSURANCE / LEGAL



Lease vs License Agreements /

Pop-ups are a new phenomenon and usually operate differently from a typical commercial lease. The legal instrument that most hosts or landlords issue for short-term uses, especially uses under one month is called a “License Agreement”. In some rare cases, the landlord or host might also issue a “Sub-Lease” or “Lease”.

Some of the differences between the two are spelled out below:

LEASES or SUBLEASES

- Typically 5 - 10 years
- Lessee is protected with Tenant rights
- In case of default, much harder for Landlords to evict
- Go through vetting of business and credit checks
- Subleases have to be permitted by the Landlord

LICENSE AGREEMENTS

- Much wider application between businesses
- Shorter terms of use
- Landlord (or Licensor) has significantly more rights than licenses

“A lease is a conveyance of exclusive possession of specific property, usually in consideration of the payment of rent, which vests an estate in the grantee, while a license, on the other hand, merely makes permissible acts on the land of another that would otherwise lack permission. A license is said to be revocable at the will of the licensor, and creates no estate.”

ALM Law Journal

Licenses and Permits / (applicable for New York State and New York City)

Permitting can be tricky, especially if you are dealing with food or serving drinks. Below is a rundown of the kind of licenses that you need for different kind of pop-ups.

	No Sales	Retail	Serving Food	Serving Liquor/ Wine / Beer	Food Sales
Certificate of Authority	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Food Handler’s Permit	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Catering License	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Temporary Food Service Establishment permit	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Temporary Beer / Wine / Liquor License	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

INSURANCE / LEGAL

LOCATION	LAYOUT / DESIGN	BRANDING / GRAPHICS
INSURANCE / LEGAL	PR / PROMOTION	EVENTS
LOGISTICS	STAFFING	PARTNERS / SPONSORS

Insurance required by venue/

General Liability Insurance

This is the insurance that most venues will require for your pop-up. It covers protection for any damage of the property and any third-party liability (i.e. if someone trips and falls at the venue). The required coverage amount is usually up to \$2 million dollars.

Umbrella Liability Insurance (Excess Insurance)

Some venues require an Umbrella Liability Insurance (Or Excess Insurance) in addition to the General Liability Insurance. The required coverage amount ranges.

Other types of Insurance

Some special venues also require other types of insurance including :

- Workers Compensation Insurance
- Assault and Battery Insurance
- Auto Insurance

Insurance to protect your operations/

Business Insurance

Business insurance protects the general liability for your business operations, including theft or loss of personal properties. In most cases, the venue would not require this, nor does General Liability Insurance cover this. Be sure to check with your business insurance to see if it covers loss of personal properties (goods and equipment) that you bring to the pop-up venue.

Art Insurance

Insurance for artwork is expensive and usually dismissed for events such as pop-ups. Make sure that when you display any artists' work, the artist that you present is covered in either damage or loss.

Food and Beverage Insurance

This refers to the General Liability Insurance that is specific to the food and beverage industry. If you are serving food and beverage in your pop-up, make sure your vendor carries a policy that protect everyone from food and beverage related liabilities.

Workers Compensation Insurance

If your pop-up requires high-risk events that involve your staff, make sure that you have a workers compensation insurance in place.

*Tips : if you operate in the US, www.eventhelper.com offers affordable policies for many different situations with almost immediate turn-around

PR / PROMOTION



Social Media /

Social media is the most affordable and effective way to promote your event, especially for popovers. Doing a good social media campaign requires a planned and strategic approach, especially if your event includes multiple partners and participants.

Below are three possible intentions for your social media messaging:

- i) raise the overall awareness of your brand and your event
- ii) highlight a specific event that has a call to action (e.g. 50% sales tomorrow at ABC street)
- iii) content creation

Be sure to include **awareness** and **call to action** messaging so that people know about your event. Don't forget to clearly mention the WHERE, WHAT, & WHEN for your event. If you have resources and time, document your popup rigorously— it can be used to create content for ongoing or future promotion.

Here are some channels that you should consider and use for your popup event:

- Facebook
- Twitter
- Instagram
- Snapchat
- Pinterest
- Eventbrite / Splashtat
- Newsletter / Mailchimp

A good social media strategy, such as live streaming or blogging, can automatically create content that you can broadcast via different channels.

Tip: Schedule your Social Media posts ahead of time leading up to your event so that you have time to focus your energy on other things.

	Face- book	Insta- gram	Twitter	Event- brite / Splash- That	Mail- Chimp
Overall Awareness	●	●	●	○	●
Call To Action	●	○	●	●	●
Events Invitation	●	○	●	●	●
Content Creation	●	●	○	○	●

PR / PROMOTION

LOCATION	LAYOUT / DESIGN	BRANDING / GRAPHICS
INSURANCE / LEGAL	PR / PROMOTION	EVENTS
LOGISTICS	STAFFING	PARTNERS / SPONSORS

Reaching out to Bloggers + Press/

Building a good relationship with bloggers and journalists is always a good idea. As your brand grows, keep them in the loop on your progress, invite them to events, and update them on how your brand is doing something special.

If you do not have existing relationships with press, draft a press release and publish it via channels that can reach the press audience. While general outreach may cast a wide net, direct and personalized outreach tends to have a higher success rate for getting published. If press is a core goal of your popup, consider doing some research and high-touch outreach: What blogs or publications would your popup fit in well with? What writers have written about topics or events relevant to your popup in the past? Target writers that have already demonstrated an interest and, in addition to the press release, be sure to include a note that spells out why you think your popup would be something their readers want to know about.

Publish your event on blogs and sites with event listings and calendars - some have open call for listing events and are happy to publish them when relevant.

Create a VIP event for press and media if you have enough traction with them, or if you're doing something really out of the box.



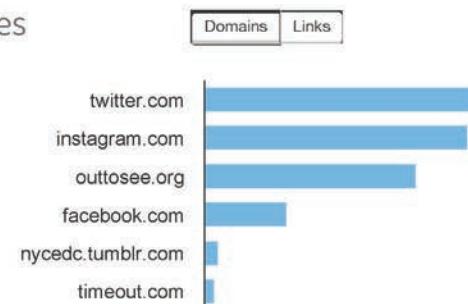
Promoting via Partners /

If you are collaborating with different partners for your event, make sure you have a cohesive and coordinated outreach strategy. Maximize the exposure of your popup by sharing with the audiences of each partner.

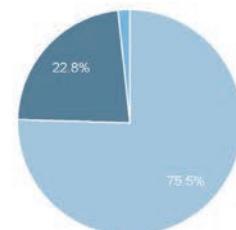
Tip: Coordinate the #hashtag you are using ahead of time as the "official" #hashtag, and create a centralized shared file (e.g. google docs / dropbox) where all the media assets and branding language are placed, including:

- i. Short and Long message templates on different social media platforms
- ii. Logos and Graphic assets for the event
- iii. Reminders for your partners to promote on their different platforms

Top Sites



Share of Posts



EVENTS

LOCATION	LAYOUT / DESIGN	BRANDING / GRAPHICS
INSURANCE / LEGAL	PR / PROMOTION	EVENTS
LOGISTICS	STAFFING	PARTNERS / SPONSORS

Events are at the heart of pop-ups.

Because of the short life-span of pop-ups, events are where your audience gets to truly experience your brand and product. A well-crafted event will leave a lasting impression of your brand.

Types of Events/

Launch

Launch / opening is the most important event for your pop-up as it sets the tone. For this, you want to broadcast your event to everyone you know to get the word out that your pop-up is happening. Be sure to craft it with lead time and strategy to make this a memorable experience for your audience.

Content Creation

Special content can be created via events to attract an audience that you aspire to attract for your brand. For example, if you are a menswear brand you could have a barber in the space and invite potential customers in for a hair-cut and grooming session. Create deep connections with your core audience via your pop-up, and use this as content to drive further traction.

VIP Events

Create special VIP events for your special guests, friends, partners or press. Make them feel special to be invited to your one-off experience.

Tip: If you can create a line of people waiting, people will keep coming. With this in mind, special events at your popup can help drive interest from passerbys and bring more people into your space.



LOGISTICS

LOCATION	LAYOUT / DESIGN	BRANDING / GRAPHICS
INSURANCE / LEGAL	PR / PROMOTION	EVENTS
LOGISTICS	STAFFING	PARTNERS / SPONSORS

Moving goods and managing sales can be a challenge when given such a short time frame, or when some of the items are oversized. Below is brief overview of some things to consider when you're planning how to move your materials and products:

From Storage or Supplier to Pop-up/

Location where inventory or equipment are stored

- Monthly storage solutions
- Office space
- Renting equipments and furniture

Packageable deliveries (small sized)

- UPS Ground / Fedex Ground / USPS
- Instant delivery services

Truck deliveries (large sized)

- Moving companies
- Pay-by-hour movers

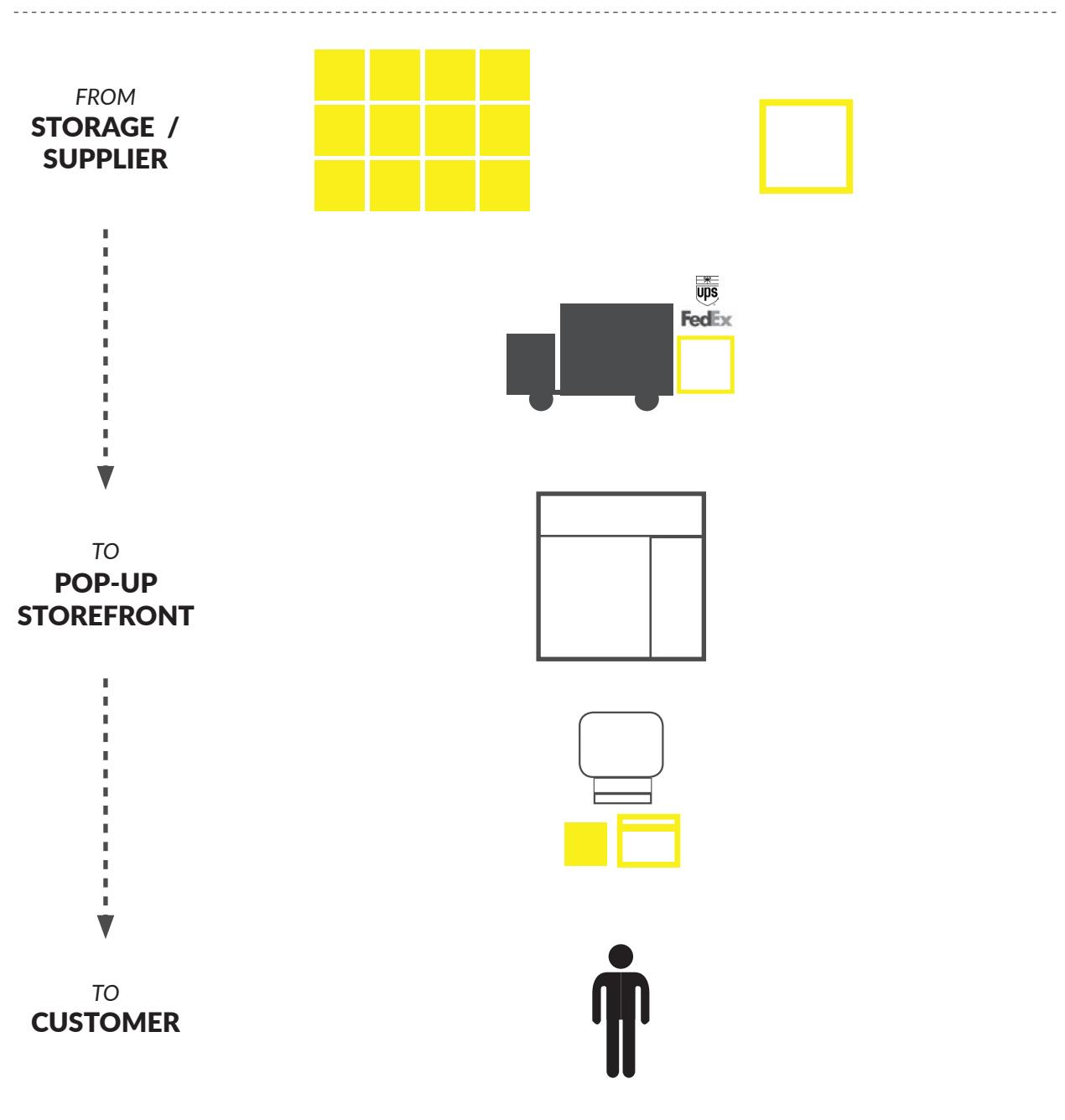
From Pop-up to Customer/

Managing Inventory at the pop-up

- Cloud inventory management systems
- Spreadsheets
- Storage

Selling

- Point-of-Sales systems
- Cash Registers
- Packaging
- Delivery for customers (if inventory is off-site)



STAFFING

LOCATION	LAYOUT / DESIGN	BRANDING / GRAPHICS
INSURANCE / LEGAL	PR / PROMOTION	EVENTS
LOGISTICS	STAFFING	PARTNERS / SPONSORS

A pop-up can have various staffing needs, ranging from moving to merchandising to sales and cleanup:

Moving/

Schedule your move ahead of time. Be sure to hire additional staff (or recruit some truly good friends) for moving goods and furniture, especially if you have large equipment.

Merchandising/

Good merchandising doesn't only help make your store look good, it can encourage more sales as well. It is key to have someone on your team that is detail oriented and can present your products in their best form.

Creative Production/

Preparing your space to look and feel like a shop that represents your brand is not easy, particularly when you have such little lead time between getting the keys to the space and opening the doors to the public. Be sure you have staff members that consider the different aspects of your store in terms of branding and graphic display.

Some key things to think about:

- coherent branding (colors / font / material)
- furnishing that matches your brand's personality
- decal graphics
- posters / flyers
- the extra touches (neon lights, sidewalk signage)

Sales/

Your sales staff should have deep understanding about the brand, and your products. Ideally, your executive team should be there to meet your potential and existing customers. Regardless, make sure anyone on the sales floor knows the story of the brand and wears a welcoming smile!

Clean-up/

Make sure you know the clean-up procedure required by the space, including managing trash, touching up walls that you may have punctured, and general cleaning.



PARTNERS / SPONSORS

LOCATION	LAYOUT / DESIGN	BRANDING / GRAPHICS
INSURANCE / LEGAL	PR / PROMOTION	EVENTS
LOGISTICS	STAFFING	PARTNERS / SPONSORS

Partnerships can be a strategic way to share the effort of organizing, cut costs, build community, increase exposure, receive sponsorship, and / or reach new audiences. Below are some core types of partnerships that can help you make a successful event:

Collaborators/

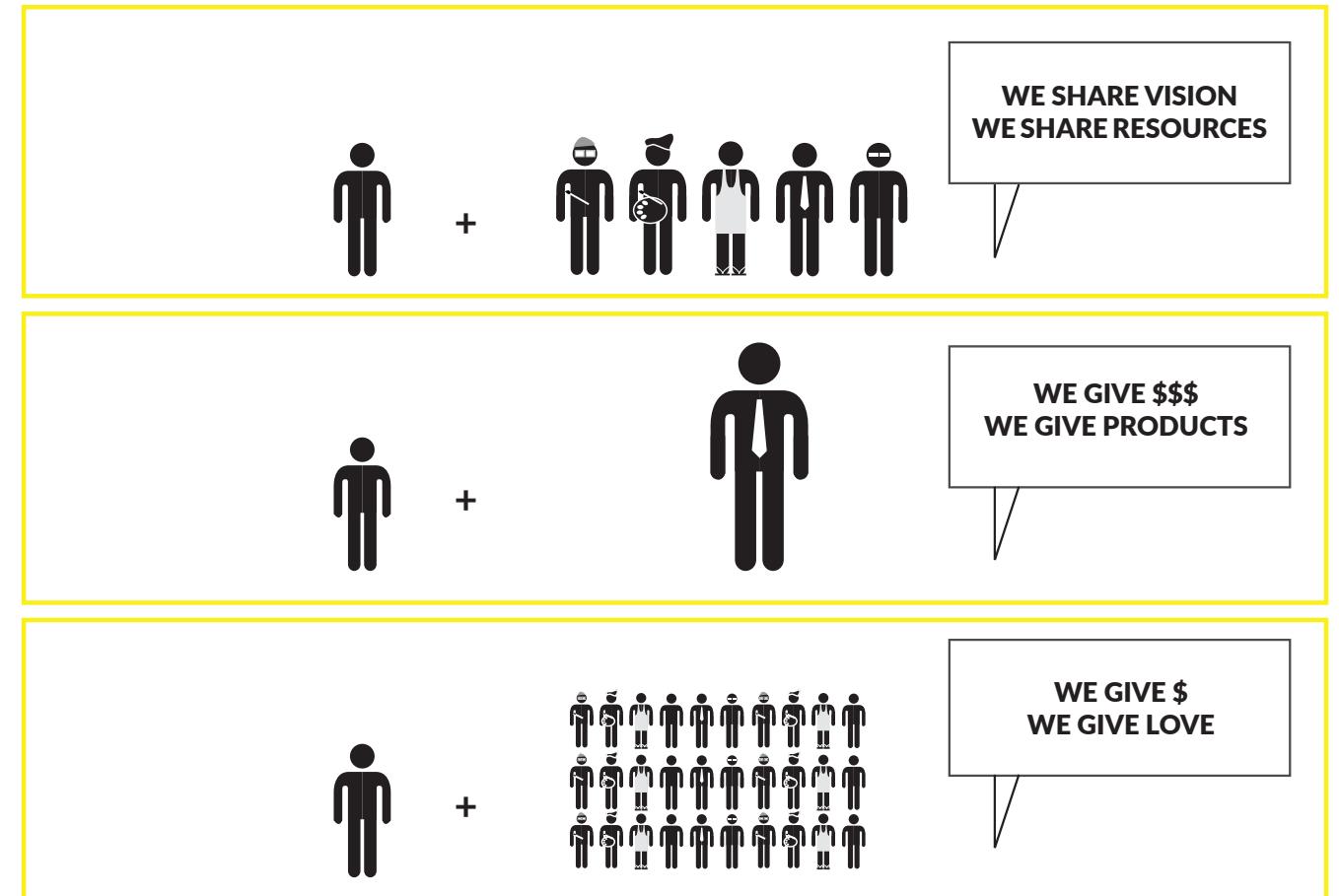
Collaborators are the partners that share your vision for what you want to create and achieve with your event. You'll likely work together to develop the vision, create the invite list, and explore what other people or companies you'll want to involve. Collaborators are great for early-stage entrepreneurs and creatives as the partnership allows you to combine resources and people power to form a larger team with a stronger offering and extended fan base.

In-Kind Sponsors/

In-kind sponsors give you goods or services, often in exchange for your promotion. In-kind sponsors are usually interested in reaching your target audience and/or are focused in the quantified reach their brand will get by partnering for your event (ie: the number of people you can attract to the event, how many views the event page will get, inclusion in press, etc.)

Cash Sponsors/

Cash sponsorships are not as easy to land, but they are wonderful if you can find one that aligns with your popup. If your brand is in-line with theirs, and you have a compelling story for what benefits they will get in return, you should have an open attitude in asking for financial sponsorship. Look for a strategic partnership opportunity that is a win-win for both you and them, instead of a "please give us money" play. Make sure to plan ahead if you rely on cash sponsorship, as it can take 6 - 9 months or more to get approval of sponsorship from larger brands.



Crowdfunding/

It is not uncommon for pop-up organizers to use crowdfunding platforms to raise part (or all) of the money they need to execute their project. Crowdfunding combines fundraising with showcasing, validating, and marketing your product in a single (albeit challenging) effort. Crowdfunding is also a great way to tell the story of your brand and build rapport, community and engagement amongst your followers and supporters.

6/ POP-UP SAMPLES

We have highlighted some of our favorite pop-ups to demonstrate different ways to execute a pop-up well. The purpose and strengths of each pop-up are as diverse as the teams that organized them.



OUR ALL TIME FAVORITES



SYMBIOSIS IN PARTNERSHIP:
All American Diner

MAXIMIZE PROGRAMMING:
Here Now

A UNIQUE EXPERIENCE:
Design Taco

COHERENT BRANDING & MESSAGING :
stopTHINKshop

MAXIMIZE YOUR COHORT:
Prototype Alpha

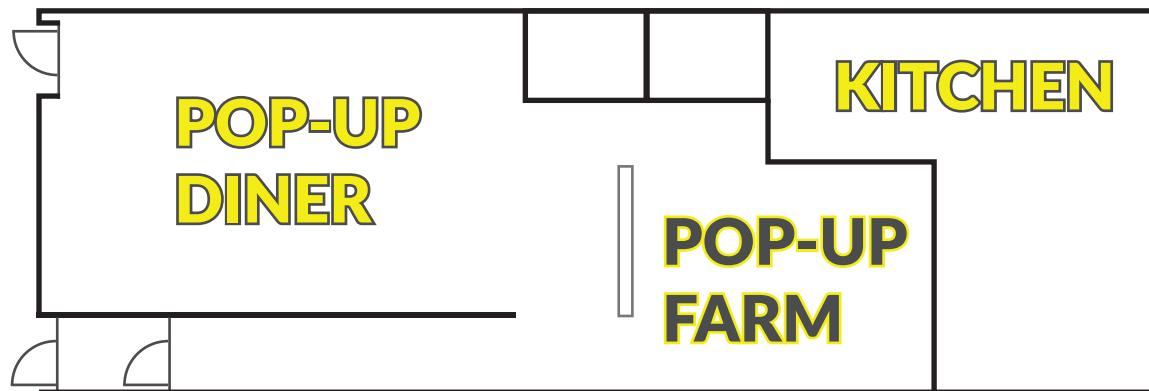
MAKING A SHOWROOM:
Cabin Modern

SYMBIOSIS IN PARTNERSHIP

Location: 399 Grand Street Storefront
Name: All American Diner
Duration: 1 month
Type of Store: Vacant Storefront

Part hydroponics farm, part pop-up diner, this 1 month pop-up at a vacant storefront on Grand Street was an incredible case of symbiosis. The pop-up farm was hosted by a startup that makes special vertical hydroponics units, while the pop-up diner was hosted by a new creative catering company. The chef incorporated ingredients grown in-house by the hydroponics farm in each of the meals on the pop-up diner's menu. Diner guests were exposed to the hydroponic systems, glowing brightly near the kitchen, and learned about a startup and product they may otherwise not have been exposed to. Each partner enhanced the value of the other, while contributing to the cost of renting the storefront.

Hundreds of people came through the pop-up diner / farm, and it was featured on Time Out New York.



1,000 sqft storefront

MAXIMIZE PROGRAMMING

Location: 35 E1st Street Storefront
 Name: Here Now
 Duration: 1 Month
 Type of Store: Vacant Storefront

“Here now” was a kickstarter funded group exhibition and shop created by four artists from Oregon. Based on the diversity of focus of the work of the four artists, the experiential popup-up was filled with special events and programming throughout, including fashion showcase, workshop, live band, film screening. Each programming brings a unique audience for the exposure of the popup. The maximum utility of time packed within the space during the one-month ensures that there was a diversity of exposure to the the concept of the popup.

HERE NOW	
HERE NOW is an active and creative pop-up retail experience, where artists display and sell their work, offer classes, workshops, and demonstrations, and perform. For a full list of events, visit http://www.herenowpopup.com/here/ 25 East 1st Street, New York 111am - 8pm daily / http://www.herenowpopup.com	
<p>1 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>	<p>2 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>
<p>3 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>	<p>4 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>
<p>5 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>	<p>6 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>
<p>7 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>	<p>8 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>
<p>9 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>	<p>10 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>
<p>11 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>	<p>12 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>
<p>13 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>	<p>14 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>
<p>15 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>	<p>16 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>
<p>17 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>	<p>18 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>
<p>19 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>	<p>20 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>
<p>21 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>	<p>22 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>
<p>23 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>	<p>24 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>
<p>25 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>	<p>26 Aligail McKenara & Michaela Stone WORKING ARTIST: JUSTIN STEINER Workshop TBA</p>



POP-UP SHOP / EXHIBIT / STUDIO

GARDEN

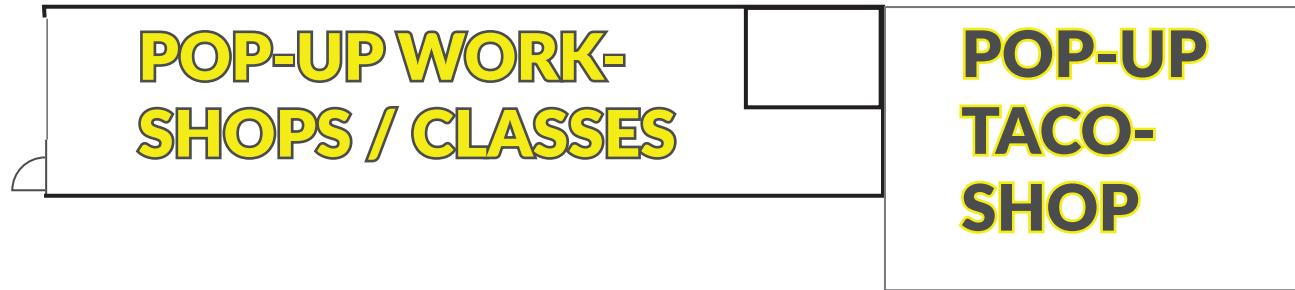
650 sqft storefront

**CREATE A
UNIQUE
EXPERIENCE**

Location: 37 E1st Street Storefront
 Name: Design Taco
 Duration: 1 week
 Type of Store: Vacant Storefront

Part Design thinking workshop, part pop-up eatery, the idea behind Design Taco of mixing food with creativity coaching is a way to loosen people up and provide an environment that was more social and relaxed in contrast to an office conference room. Over the span of five days, there were panels, classes and opportunities for walk-in coaching on ways to develop and refine an idea. An outdoor garden space served as the location for the taco stand and lounge.

The 1 week popup was hosted during Design Week and was covered in PFSK, Fast Company, Fox Business News, and more.



650 sqft storefront

COHERENT BRANDING & MESSAGING

Location: 103 Allen Street Storefront
 Name: Good Stuff Holiday Popup by TytheDesign and ByBrooklyn
 Duration: 3 Days
 Type of Store: Popup Storefront

Good Stuff is a popup shop curated by a service design agency and a local retail shop specializing in artisanal local products. The 3 days popup shop curated over 30 local design products by makers and artisans. The design and the branding of the shop was carefully designed including signage, flyers, product descriptions, website all under one cohesive design template.



500 sqft storefront + 400 sqft basement



MAXIMIZE YOUR COHORT

Location: 178 Delancey Street Storefront
Name: Prototype Alpha by Jack Kirby Museum & Research Center
Duration: 1 Week
Type of Store: Shared Storefront

Jack Kirby is a comic hero born in the Lower East Side. He was also the co-creator of many comic heroes including Thor, Fantastic Four, and many more!

We hosted a popup for Jack Kirby Museum and Research Center, to help test the audience and reception for a longer term project to celebrate the work of Jack Kirby. Using multiple channels and cohort in the comic world, including bloggers, press, talks and events, etc, they attracted over 2,000 people during the week-long pop-up, and illustrated the need and reception for the work of Jack Kirby. Event and programming held at the popup includes illustration displays, talks, guided tour, and bookshop.



800 sqft storefront



MAKING A SHOWROOM

Location: 75 E4th Street Storefront
Name: Cabin Modern
Duration: 1 Week
Type of Store: Popup Storefront

The holiday popup showroom for a vintage furniture company was transformational.

The small 300sqft storefront was transformed into a living-room with carefully curated vintage furniture. The color scheme was carefully selected and the design of the space carried through with rigor and elegance. The storefront instantly becomes a warm, cozy living room that you would not expect in the middle of the street. The wow-factor of something that you do not expect turns it into a magical e



**POP-UP
SHOWROOM**

300 sqft storefront

8/ POP-UP CHECKLIST

Suggested Schedule /



Tip: Always start your preparation early

Project Management /	Overall Schedule Budget & Finance Tracking results Partnership Outreach	----- ----- ----- -----
Venue /	Payment info Security Deposit Hours Key Access Cleaning Policy Cancellation Policy	----- ----- ----- ----- ----- -----
Legal + Insurance /	Sales Tax Food & Alcohol related	----- -----
Equipment /	Point-of-Sales System WIFI Speakers Lighting Power outlets / Extension cords	----- ----- ----- ----- -----
Furniture /	Table Displays Clothing Racks	----- ----- -----
Design +Graphics /	Graphics / Posters / Postcard designs Storefront Decal	----- -----
Delivery / Shipping:	How are inventory shipped / delivered Do you need to hire labor / driver	----- -----
Staffing:	Delivery / Labor Sales Graphic Design Promotion Set-up / Break down / Clean-up Project Management	----- ----- ----- ----- ----- -----
Promotion:	Social Media Press / Blog Outreach Flyers / Posters	----- ----- -----
Events:	Event coordination Catering Invitations	----- ----- -----

9/ OUR POP-UP TESTIMONIALS

“miLES gave us a platform to open our own space - something that if done at full scale, would've required lots of risk and investment. Instead we were able to prototype it in bitesize form and bring the vision to life in a much more creative and fun way. Our popup, Design Taco, still stands as one of the best memories we have as a young business, and one of the times that our team was at our best and most creative. It served as the perfect opportunity to push the bar on what our business could look like and how we could interact with our community in a more engaging way.”

Andy Hagerman, The Design Gym

“The most rewarding part of the popup was meeting our customers. People tell all these horror tales about retail, but we always have so much fun when we get to meet ours. Obviously when you have a queue outside and the shop floor turns into a war zone it's a bit stressful, but it gives you so much motivation. Selling a product isn't just about the product - the people buy into an experience, the feeling the product gives them, and looking at sales reports or Instagram follower numbers isn't quite the same as talking to people. It just makes you love your job so much more.

It is tricky to organise things from a distance! ...You come across websites where you can't use UK credit cards or find that some things operate with completely different time frames than here etc. Thankfully Eric (miLES founder) and everyone at the pop-up were so incredibly helpful and everything went smoothly... It's always great to work with someone that believes in what you do.”

Ella Hagi, Miista

The Jack Kirby Museum's participation with miLES in their Fall 2013 Storefront Transformer made our Prototype: Alpha a major success. The miLES team's help with logistics, set up, and media/PR was top notch. We look forward with working with miLES again.

Rand Hoppe, Jack Kirby Museum and Research Center

miLES does something really amazing for NYC artists and entrepreneurs by creating a bridge between the creatives looking for space and downtown landlords. We've produced cool food pop ups like #Design-Taco and Alex Mitow's All-American Diner in miLES administered spaces and have used them as great brand building exercises. With pop ups, you have to go into it not to make a mint but to provide your brand or idea with a physical, tangible activation, and miLES provides such opportunities. Anyone who doesn't see the value in this is a fool.

Alex Mitow, FAME

Our relocation to a bigger office space in the Lower East Side gave us the opportunity to open up a part of our office to host Pop Up Events. Since we were new to the area, we felt that this would be a unique way to connect with our neighborhood and we immediately knew that we wanted to partner up with miLES.

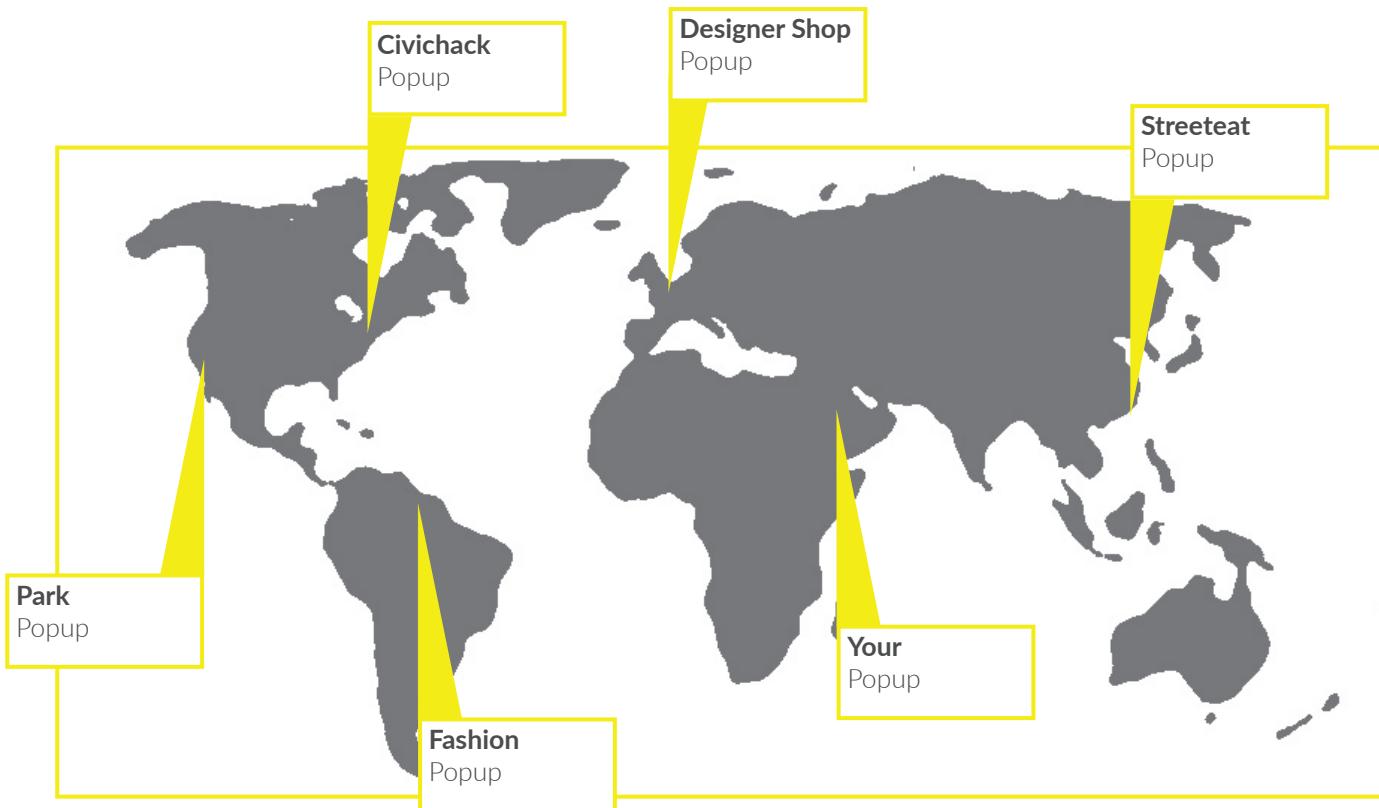
Working with miLES over the past year has made the whole experience of hosting Pop Events with local businesses and artists a breeze. miLES does an incredible job of facilitating the logistics of running, scheduling and promoting the space and the events.

Rose Castillo, KX-L

10/ SHARE YOUR POP-UP STORY

We can't say it all, and we certainly don't know it all! We understand that there are a lot of nuances from pop-ups that are specific to the country, city, or even neighborhood that you are working with. **Let's learn from your pop-up!**

We would like you to share your pop-up experience(s) so we can all learn from it! We would post your pop-up story from around the world online and share with everyone that is interested about how to make a pop-up work!



SHARE YOUR POPUP STORY HERE:

www.miles.city/popupstory/
#popupstory

MY POPUP STORY

NAME OF POPUP / _____

CATEGORY / Art / Design Workshop / Classes
 Shop Community / Civic
 Technology Event
 Food / Beverage Others

DURATION / Day(s)

WHERE / City _____
 Neighborhood _____

RENT PAID / \$_____

REVENUE / Under \$1,000
 \$1,000 - \$10,000
 \$10,000 +

TOTAL ATTENDANCE / Under 100
 100 - 1,000
 1,000 - 5,000
 5,000 +

MY STORY / _____

MY LEARNINGS / _____

NOTES

SKETCHES

**WANT
MORE
HELP?**

Not every pop-up is the same, and we get it!

We offer a variety of services for individuals, start-ups, and corporations to plan and execute their popup.

ONLINE WORKSHOPS

1-ON-1 CONSULTING

IDEATION PACKAGE

STRATEGY PACKAGE

DESIGN PACKAGE

OPERATIONS PACKAGE

If you are interested, visit us to find out more at the following link:

WWW.MILES.CITY / SERVICES

Or email us at:

hello@miles.city

