

# PopUp Republic

PopUp Republic (PUR) is the **leading end-to-end service provider for the pop-up industry**. PopUp Republic helps brands **plan, locate, promote, and execute** pop-up concepts and can assist property owners in **marketing their venues** to prospective pop-up organizers.

Central to our business model is our online directory, which has had over 30,000 pop-ups listed on it since 2012. Additionally, our web site generated over 2.5 million views in 2015.

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## One Stop Shop for Pop-Up Marketing and Management

PopUp Republic connects merchants, property owners and consumers to create and execute effective, fun and memorable pop-up concepts. In addition to utilizing it's nationwide pop-up directory to bring attention to your available space or pop-up shop, pop-up restaurant or pop-up event, PUR can also:

- **Create and Organize** Pop-Up Concepts and Brand Activations
- Execute **Pop-Up Marketing and Promotional** Campaigns
- Provide **Temporary Staffing** for Pop-Up Concepts
- **Identify and Source** Ideal Pop-Up Locations and Venues
- Assist With and Advise on **Logistical Requirements** Associated with Pop-Ups, such as P.O.S., Local Regulations, Inventory Control
- **Recruit Vendors** for Pop-Up Shopping, Dining and Entertainment Events
- Incorporate Analytics to **Gauge Consumer Feedback and Success**
- Provide **Strategic Planning** Specific to Successful Pop-Up Activation

**Contact Us Today to Learn More About The Services and Benefits of Pop-Up Marketing!**

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## 10 Reasons Your Brand Should Pop-Up

1. **Capitalize on a Pop-Up Industry**  
Worth Approximately \$50 billion in the U.S.
2. Test New Products/Services **Without a Significant Commitment**
3. **Capitalize on F.O.M.O.** (Fear-of-Missing-Out) to increase attendance, sales and consumer engagement
4. Market to **Holiday Events or Popular Shopping Seasons**, like Halloween or Black Friday
5. **Enhance the Connection** between Your Brand and Potential Customers
6. **Create Brand Excitement** and Awareness
7. Engage On-Line Audiences Off-Line (**Omni-Channel**)
8. Generate **Additional Revenue** in Alternative Locations
9. **1:1 Interaction** with Customers and Brand Ambassadors
10. Unique, Memorable and Exclusive **Brand Experiences**

