



UP
POP First.
DISPLAY GUIDELINES

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I OVERVIEW

Pop Up First allows the use of the common mall areas throughout Shopping Centres for you to display your merchandise and or services to test the market without the long term commitment in a cost effective way. A Pop Up Kiosk works well if it is eye catching to your customer, as the first impression is formed within the first 5 seconds of shopping, and therefore a professional, well presented Pop Up is critical if you want success.

It is important that the Kiosk complements the common mall areas and provides visibility and individuality to the product being displayed. Creativity, individuality and quality product will deliver a strong retail image.

We have over 150 Pop Up Sites across our Portfolio which range in size dimensions. So it is important prior to booking to ensure your display is suited in the areas requested. Sites are anywhere from 1m x 1m and up to 7m x 5m.

All Pop Up Kiosks are subject to Pop Up First review and approval prior to commencement of booking. Photos are to be provided and/or a plan of proposed kiosk/layout including dimensions and description of all products.

I POP UP KIOSK GUIDELINES

WHAT CAN MAKE A GOOD POP UP KIOSK

- Keep merchandise/product presentation simple
- Don't overload stock on tables – less can be more
- Focus on best sellers and place in prominent positions
- Integrate graphic images and information to target customers attention
- Create a balanced colour flow
- Mix shapes/styles within colour stories to add interest
- The use of display elements greatly impact the perceived product – using props will enhance, elevate and support the assortment
- Make it easy for the customer to shop
- Have signage easy to read and clear
- Keep personal items out of view, including food/drink
- Maintain your Kiosk throughout your stay, it's just as important as the initial set up





BOOKING GUIDELINES

- Bookings are confirmed once approval has been granted after reviewing photos of display concepts and products, kiosk design layout plan
- Power is available in majority of sites. Notify our staff if power is required at time of booking
- Certificate of Currency is required with at least \$20m of Public Liability and is an Australian Licenced Insurer. Coverage must also state “anywhere in Australia” or “Worldwide” as part of the policy situation
- A Licence Agreement will be issued together with Tax Invoice to the client
- Payments are to be made 7 days prior to commencement of booking. If payment is not received, this may result in cancellation. A cancellation fee will apply of the full fee should 7 days’ notice in writing not be given

DESIGN GUIDELINES

- Set up and dismantle times are to occur outside of Centre trading hours as per Bump In Pack information for each centre
- Kiosks are to be kept within the site dimensions which are clearly marked on the floors with POP UP First floor decals, this also includes chairs, stands, and signage. Please check the site size on the Licence Agreement. If a larger area is required, approval must be given by a POP UP Leasing Manager
- Ensure trestle tables are fully covered with pressed floor length tablecloths (BLACK ONLY, unless Company Branded Tablecloths which are approved by POP UP FIRST– NO MULTI COLOURED TABLECLOTHS ALLOWED). Tablecloths can be custom made through one of our preferred suppliers.
- To avoid blocking site lines to other Retailers and Pop Up Kiosks, Pull Up Banners and Kiosks must not exceed 1.5m in height



Floor Decals



PREFERRED SUPPLIERS

Fabricadabra (tablecloths) | www.fabricadabra.com.au | **Phone** 03 9388 5444

Spyder Displays | www.spyder.com.au | **Phone** 07 3802 5888

DESIGN GUIDELINES

- Trading Name must be clearly displayed with NO handwritten signage – only computer generated signage will be accepted (this also includes pricing on sale items)
- “A” Frames signage is prohibited. Pull Up Banners are acceptable provided they are double sided
- Kiosks located near a balustrade or void area, must be at least 1m from the balustrade
- All kiosks are to be kept clean and tidy with any excess stock under tables to be well hidden or locked away inside the kiosk. If storage is required and available at the Centre, additional costs will be incurred
- All electrical leads must be tested and tagged by a qualified electrician (this includes any new leads). Leads must also be out of sight and must not be a trip hazard to customers
- Centre Management/Pop Up First reserve the right to remove/relocate or alter any part of the kiosk
- The Hirer is responsible for the security of the kiosk and products/merchandise on site
- Spruiking or PA Systems are not permitted



SUGGESTED PULL UP BANNERS/POP UP DISPLAY KIOSK SOLUTIONS

Spyder Displays | www.spyder.com.au | **Phone** 07 3802 5888

EQUIPMENT GUIDELINES

Trestle tables are allowed, however must be well maintained and must meet the design guidelines as per this document.

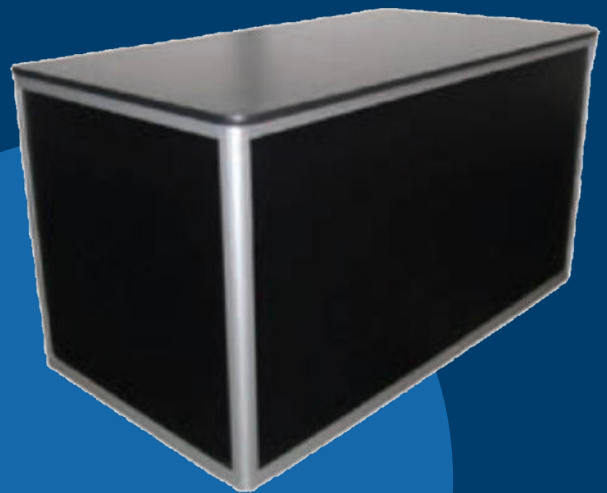
The number of trestle tables must fit within the Kiosk Site Area. Most sites are the following measurements.

- 2.5m x 3.5m
- 2m x 3m
- 3m x 3m
- 3m x 4m
- NO CARD TABLES ARE PERMITTED
- Chairs are not supplied and any existing mall furniture is NOT to be used
- Professional designed kiosks and complimentary POP UP Carts are available in various Centres. Please enquire with a POP UP Leasing Manager.

SPYDER DISPLAYS ARE OUR PREFERRED CONTRACTOR

Contact them for a quote on
a custom design or a range
of display equipment.

Spyder Displays
www.spyder.com.au
Phone 07 3802 5888



CAR/ART UNION GUIDELINES

- Access to the Centres is to be arranged through Centre Security prior to booking as per Bump In Pack
- Car tyre mats are to be placed under each tyre
- It is also a requirement to have a drip tray underneath and a lockable fuel cap



CARPARK GUIDELINES

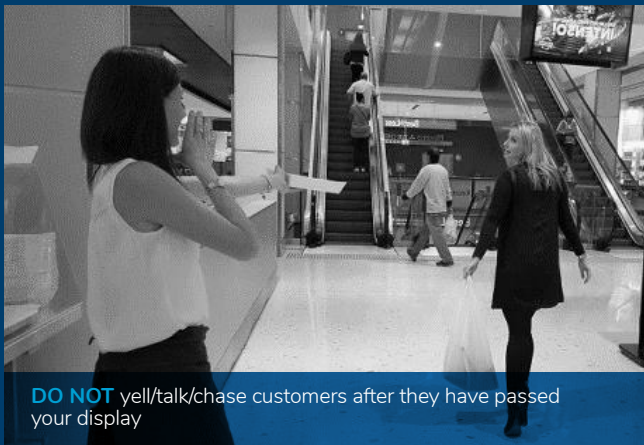
For any business that require space in the carparks, to promote vehicle products, cleaning products etc – please abide by the following guidelines:-

- At each Centre, designated carparks are allocated for your display – up to a maximum of 2 car spaces
- Displays must be approved by Pop Up First prior to commencement
- Signage must be displayed in the allocated car spaces
- Roaming is permitted, in an allocated area for each Centre
- Staff must wear brightly coloured uniform with company logo
- Staff are NOT permitted to approach customers disembarking from their car
- Staff are NOT permitted to follow customers to their cars
- Staff are only to make one approach to the customer and only after making eye contact

DRESS CODE GUIDELINES

- Staff dress code is business casual attire. Miniskirts, jeans, see through clothing, thongs, shorts, slippers, ugg boots are NOT permitted
- Staff are to arrive at their display in full uniform
- A uniform with company representation is required
- Staff are encouraged to wear a name badge whilst on site





CONDUCT GUIDELINES

The following Conduct guidelines apply to all bookings:-

- Staff must not bring their children or have friends/family loitering around the kiosk
- The consumption of food and drink is prohibited on the kiosk site and should be confined in designated eating areas of the shopping centre or other suitable areas
- The Pop Up Kiosk should be manned at all times unless it is an approved Static Pop Up display
- Spruiking is prohibited and staff must not cause any disturbance or harass customers with strong selling techniques (3 Strike Policy will come in to action as follows)
- Roaming is not permitted on kiosk sites unless a separate roaming licence has been entered in to. Staff must stay within the designated kiosk site and must not approach customer's more than one arm's length to the customer from the kiosk
- The maximum number of staff on site is two, unless otherwise arranged
- Staff may make one approach to the customer, only after the customer has first initiated communication through eye contact with a staff member
- Staff are not permitted to attempt to gain attention or eye contact by waving at, calling out to, jumping at, touching customers or any other means under any circumstance
- Staff are also not permitted to approach customers who are window shopping or who are entering into other retail shops
- Ensure the display is neatly covered outside of trading hours with fitted covers. NO blue or any form of tarps are permitted to avoid trip hazards and poor presentation.





3 STRIKE POLICY

Pop Up First has a “3 Strike Policy” in place for any inappropriate behaviour or any other breach of the terms and conditions, including not trading the Centre Trading Hours:-

Strike 1

- Centre Management to advise client of inappropriate behaviour
- Centre Management to advise Pop Up First
- Pop Up First to advise Client Head Office

Strike 2

- Centre Management notices continuing of behaviour and notifies Pop Up First
- Pop Up First to advise Client Head Office – if behaviour continues for a 3rd time the client will be advised to vacate the centre

Strike 3

- Centre Management notices continuing of behaviour. Pop Up First advises client to vacate centre

CENTRE TRADING HOURS

It is a requirement as per the Licence Agreement that Pop Up Kiosks trade the Core Trading Hours of the Centre therefore we encourage you take note of these Core Trading Hours and individual Centre websites.

Monday – Friday 9am – 5.30pm

Thursday 9am – 9pm

Saturday 9am – 4pm

Sunday 10am – 4pm (Trading Day - Allowable. Please ensure display is removed if not trading Sunday)



I POP UP SHOP GUIDELINES

Leasing a Pop Up Shop is a fantastic way to build your business or perhaps even an online business that can be brought in-line.

Pop Up First are using vacant shop space for Short Term Pop Up Shops. Why not test the market and your ideas before committing to a big project. Why not deck out a shop temporarily – this can be done for a day, a week, one month or sometimes even greater than 6 months.....

- Bookings are confirmed after approval has been granted after reviewing photos of products, and approval of design layout for the proposed shop
- A list of inventory of fixture and fittings will be provided if available in the Pop Up Shop which may incur additional costs for hire
- Certificate of Currency must be received with at least \$20m of Public Liability and is an Australian Licenced Insurer. Coverage must also state “anywhere in Australia” or “Worldwide” as part of the policy situation
- A Licence Agreement will be issued together with a Tax Invoice to the client
- Payments are to be made 7 days prior to commencement of booking. If payment is not received, this may result in cancellation. A cancellation fee will apply of the full fee should 7 days’ notice in writing not be given

I POP UP ROAMING & EXPERIENTIAL GUIDELINES

Roaming and Experiential Marketing is an effective way to promote your product and create brand awareness to entice customers to try and then buy.

It allows you get up close and personal with your customer by offering a product or sample items to the customer and potentially activate sales.

- Sample sizes are restricted and must not compete with any retailer in the Centre
- Roaming and Experiential Ambassadors are limited to two staff
- Staff are only permitted to roam the common mall areas of the Shopping Centre and must keep clear of any competitor retailers
- Staff are to be dressed in a branded uniform
- Roaming rates are applied, based on a minimum of 4 hours per day (loading is charged in seasonal periods)
- Roaming or an Experiential campaign is to be approved by and at the discretion of the Pop Up First Management Staff
- Characters in costumes are permitted however must be approved by Pop Up First Management
- Staff must report to Centre Management upon arrival and departure
- Excess Sample stock may be kept in a storage area with prior arrangement. Additional charges may apply.
- Conduct Guidelines apply to Roaming and Experiential Activities
- Staff are not to enter any retail shops, or roam in car parks





I POP UP SIGNAGE GUIDELINES

Pop Up First have many signage opportunities from Large Format Banners, Shopalites, Digital Shopalites, Floor and Door Decals. Contact the POP UP First team for further details and specifications.

Le-Anne Parkinson

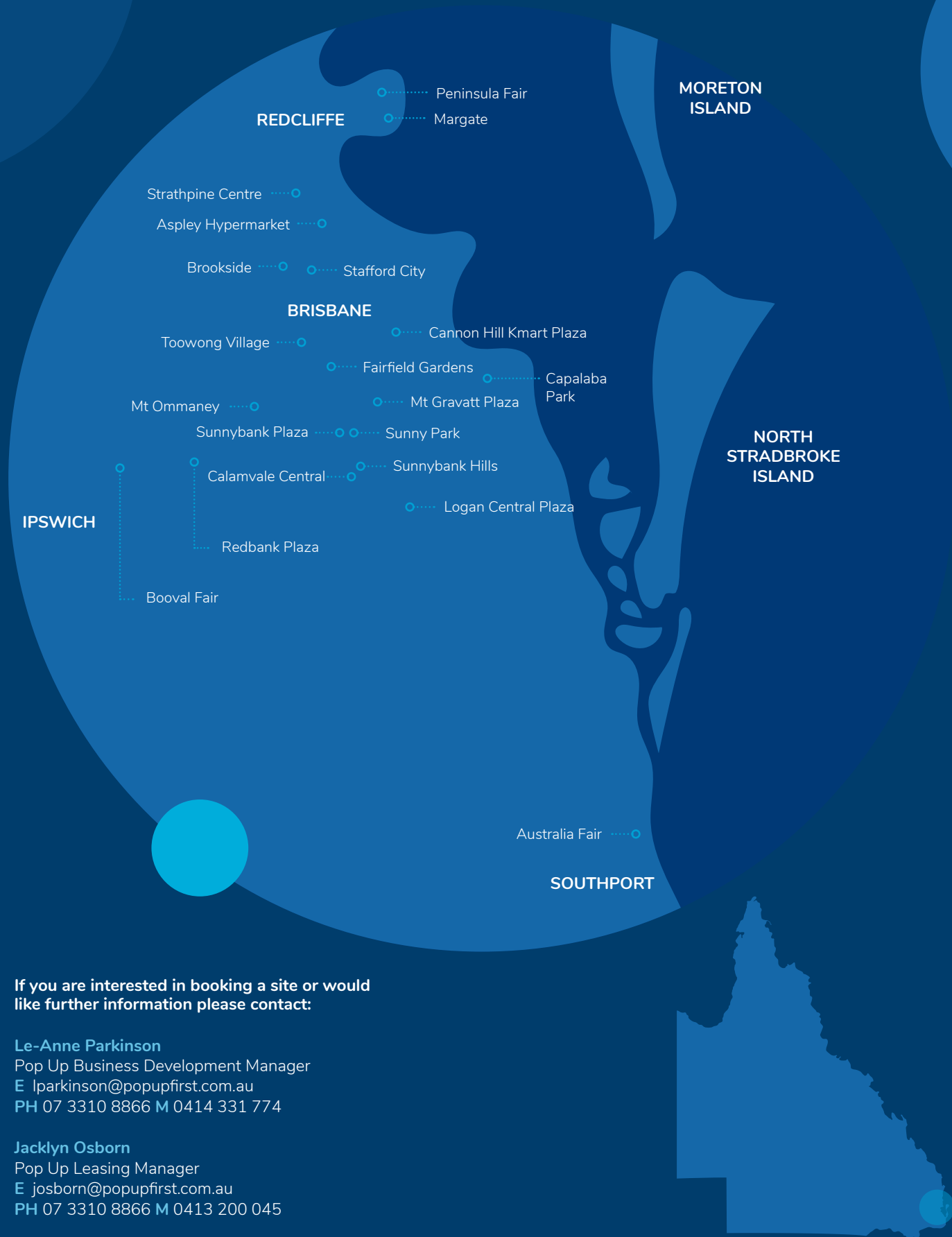
Pop Up Business Development Manager

E lparkinson@popupfirst.com.au

PH 07 3310 8866 M 0414 331 774

Large format banner sites are available Australia Fair, Brookside, Capalaba Park, Mount Ommaney, Redbank Plaza, Strathpine and Toowong Village. Sizes range from 2.5m x 4m banner to 3m x 5m.

Print and install can be arranged by **Advanced Adsigns** | www.adsignz.com.au | **Phone** 1300 300 608



If you are interested in booking a site or would like further information please contact:

Le-Anne Parkinson

Pop Up Business Development Manager

E lparkinson@popupfirst.com.au

PH 07 3310 8866 M 0414 331 774

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Pop Up Leasing Manager

E josborn@popupfirst.com.au

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E maree.hamilton@popupfirst.com.au

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Retail First.

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