

**Go—
PopUp**

**Pop-Up Projects
for Brands.**

“ Omnichannel
Pop-Up
**Spaces and
Projects**
for Brands.

Go—
PopUp

Brands

“To facilitate for brands
the use of different types of
physical and digital spaces,
for a limited time,
when they need them,
and at any place in the world,
to engage with their audience
and sell their products.”

Our Mission

Our portfolio of Solutions for Brands.

Software-based Solutions

Service Packages

Taylor-made Solutions



Book a Space

Search and Book the best pop-up spaces using the biggest and most international short-term lease marketplace.

Location Scouting

We search the most suitable spaces for a certain pop-up retail or event action, based on your briefing of needs and requirements.

Portable Units

Projects of containers and stands for pop-up retail, from the Concept and Design, to Construction, Transport and Storage.

Online Pop-Up Store

Platform to run online sessions to allow a brand's sales specialist, influencer or personal shopper, to present products and activate e-commerce sales.

Pop-Up Canvas Consulting

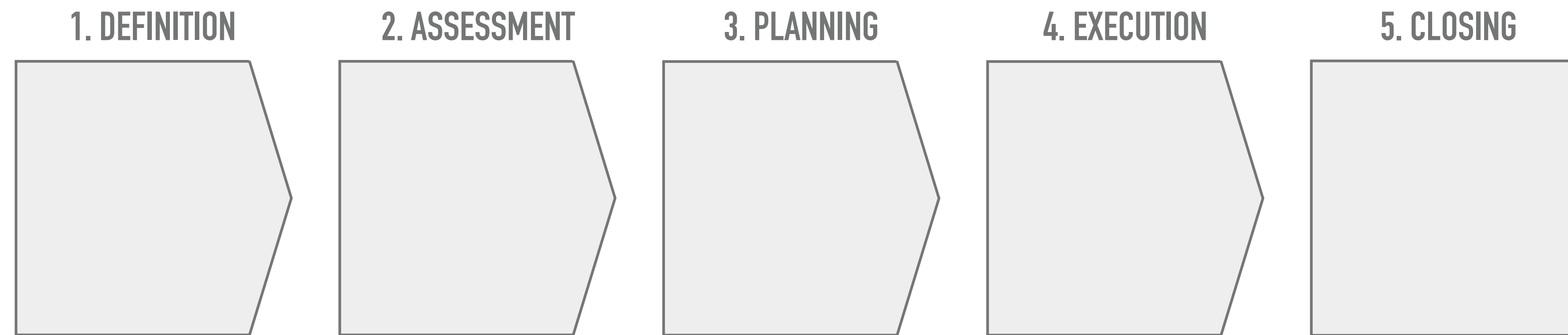
Standardized consulting project to prepare Brands for the new physical retail paradigms in omnichannel, location independent.

Pop-Up Action

End-2-end pop-up retail or event projects, including Concept, Marketing Plan, Scouting, Supplies, Design, Building, Staffing, Operations and Data.

The Go—PopUp Method for Projects with Brands.

Go—PopUp has developed an integrated and comprehensive method to design and develop any temporary retail action, based on years of experience with many clients.



Go—PopUp Project Management Method is focused on meeting our clients' expectations in regards to quality, time and functionality.

The main objective is to reuse the experience about the process, management and reporting of our projects:

- Description of Phases, Activities and Roles
- Documentation templates and guidelines

- **Modular and adaptative**
- **Visual and focused**
- **From ideation to delivery... and beyond**
- **Open to change and flexible**
- **Integrating new paradigms**

What we do in a typical Portable Units Project.

Starting with a requirements gathering and iterative design with the client, Go—PopUp coordinates all construction and logistic partners to locate and move the units.

- Meetings with client
- Design principles and requirements
- Selection of suppliers or partners
- Negotiation and budgeting

1 **CONCEPTUALIZATION DESIGN AND BUDGETS**

- Project management of suppliers
- Construction of unit/s
- Presentation of results
- Storage of unit/s in factory

2 **CONSTRUCTION MANAGEMENT**

- Roadshow definition and planning
- Location scouting
- Negotiation with landlords
- Getting permissions and insurances

3 **LOCATION MANAGEMENT**

- Project management of suppliers
- Transportation of unit/s
- Installation and removal of unit/s
- Storage of unit/s during roadshow

4 **LOGISTICS MANAGEMENT**

Portable Units Case Study 1: R. C. D. Espanyol.

RCDE is a soccer club in the Spanish *Liga*, or premier league. The club needed a portable solution to sell memberships and merchandising when traveling with the team.



[RCDE Video \(Go—PopUp YouTube\)](#)

Portable Units Case Study 2: Donuts.

The pastry brand OhMyDonuts! created a new concept of customizable donoughts. Go—PopUp and partners designed a new stand to be located in shopping malls.



What we do in a typical Pop-Up Action Project.

Starting with a requirements gathering and iterative design with the client, Go—PopUp coordinates all construction and operations partners to create a successful pop-up action.

- Design principles and requirements
- Location scouting
- Selection of suppliers or partners
- Negotiation and budgeting

1 CONCEPTUALIZATION DESIGN AND BUDGETS

- Project management of suppliers
- Construction of pop-up elements
- Installation of elements in location
- Presentation of results

2 CONSTRUCTION MANAGEMENT

- Communication deliverables
- Design and preparation of event/s
- Project management of event/s
- Managing communications

3 EVENT PROMOTION AND MANAGEMENT

- Installation of payment systems
- Staff selection and training
- Operational project management
- Data collection and feedback

4 POP-UP STORE OPERATIONS

Pop-Up Action Case Study 1: Lamy Store in Berlin.

The Lamy Pop-Up Store in Berlin was opened during 4 months around Christmas time. It was designed, build and operated by Go—PopUp with end-to-end project management.



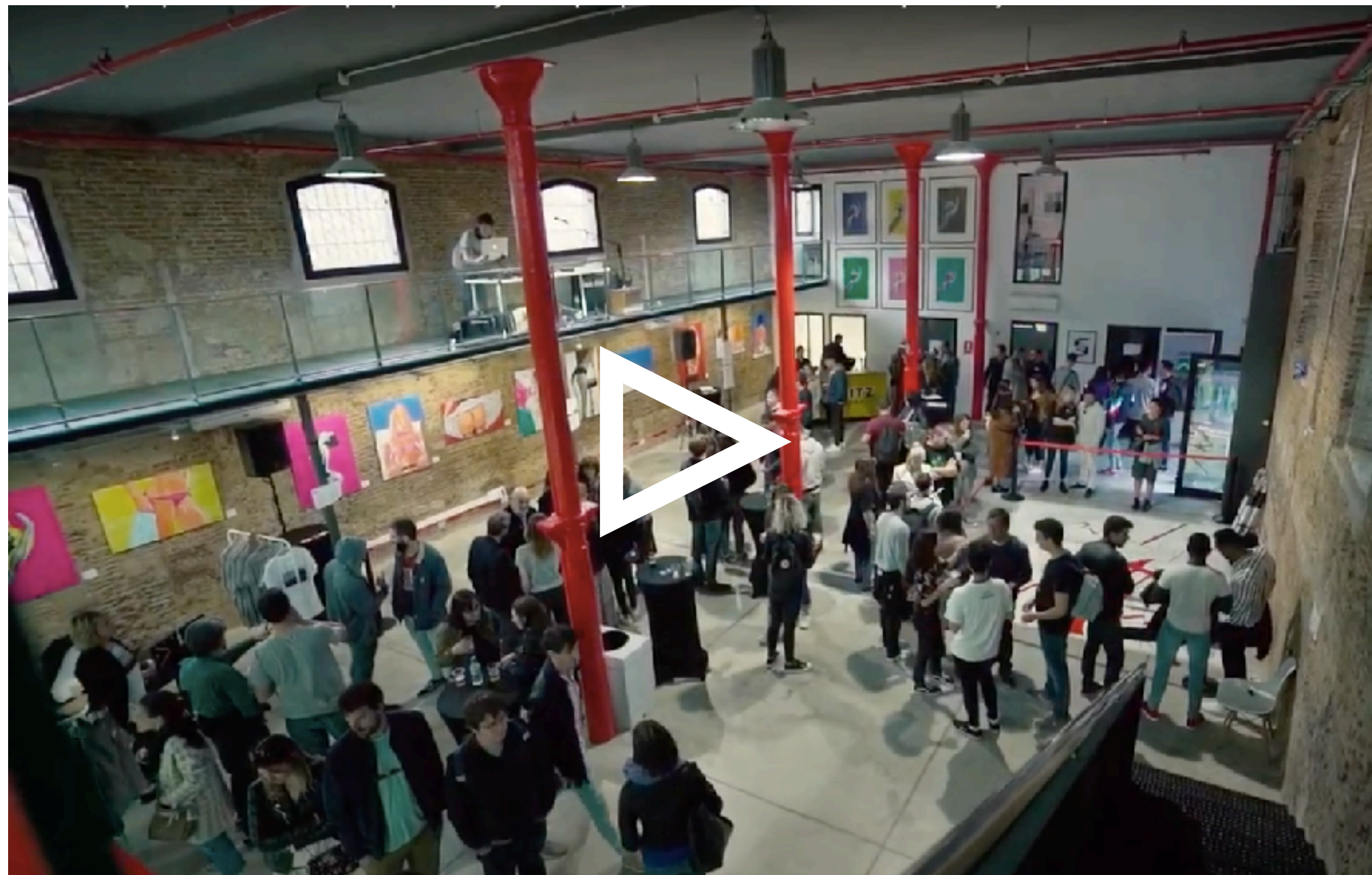
[Lamy Video 1 \(Go—PopUp YouTube\)](#)



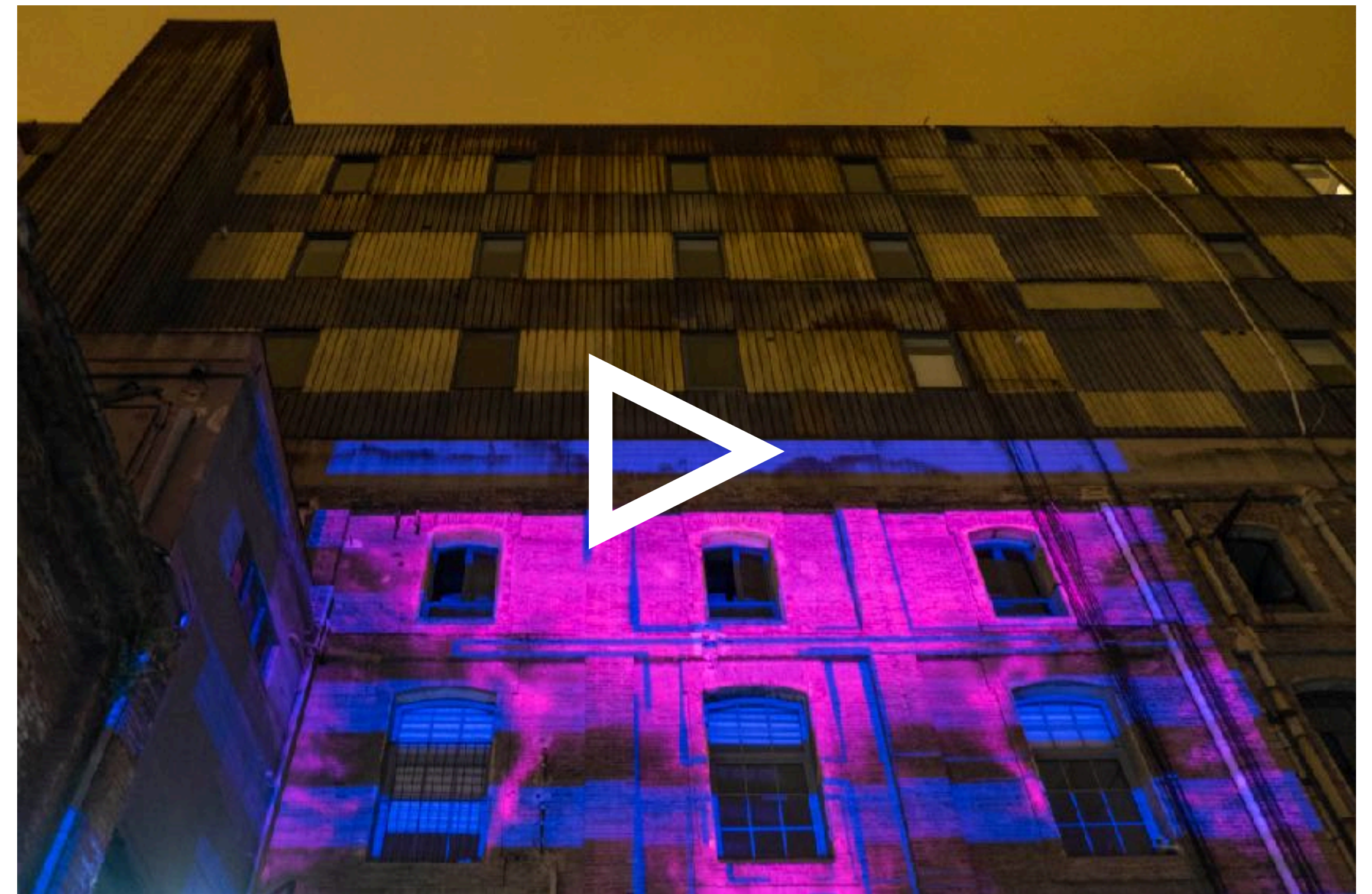
[Lamy Video 2 \(Go—PopUp YouTube\)](#)

Pop-Up Action Case Study 2: Poblenou Urban District. Go—PopUp

Go—PopUp works together with the art & creativity association Poblenou Urban District, in Barcelona, for several events with big participation and media impact.



Poblenou OpenDay Video (Go—PopUp YouTube)



BCN Llum Festival (Go—PopUp Instagram)

Why you should choose Go—PopUp for your Project.

We have worked hard to build a full set of solutions for any need you may have related to pop-up retail solutions. Let us explain why we are committed to your success.

- Six years as leading pop-up solution experts and providers
- Experienced teams in every type of project and customer needs

EXPERTISE

- Native teams on the ground with local partners
- Deep knowledge of every country specifics and business culture

INTERNATIONAL

- An extensive network of partners in every project field
- Experience in negotiating with suppliers to get best price and quality

PARTNERSHIPS

- Our Project Management methods are comprehensive and tailored
- Reliability and adaptability meet together in a proven roadmap

METHODOLOGY

Go—PopUp, the pop-up retail experts.



Go—PopUp is the company and brand specialized in providing pop-up retail solutions for any kind of Brand, world-wide.

We help our clients to make pop-up projects real in more than 6,000 spaces in **Spain and Portugal, DACH, The Netherlands, UK, France, Italy, USA, Australia, HK...**



+20,000

client companies
(landlords and tenants)

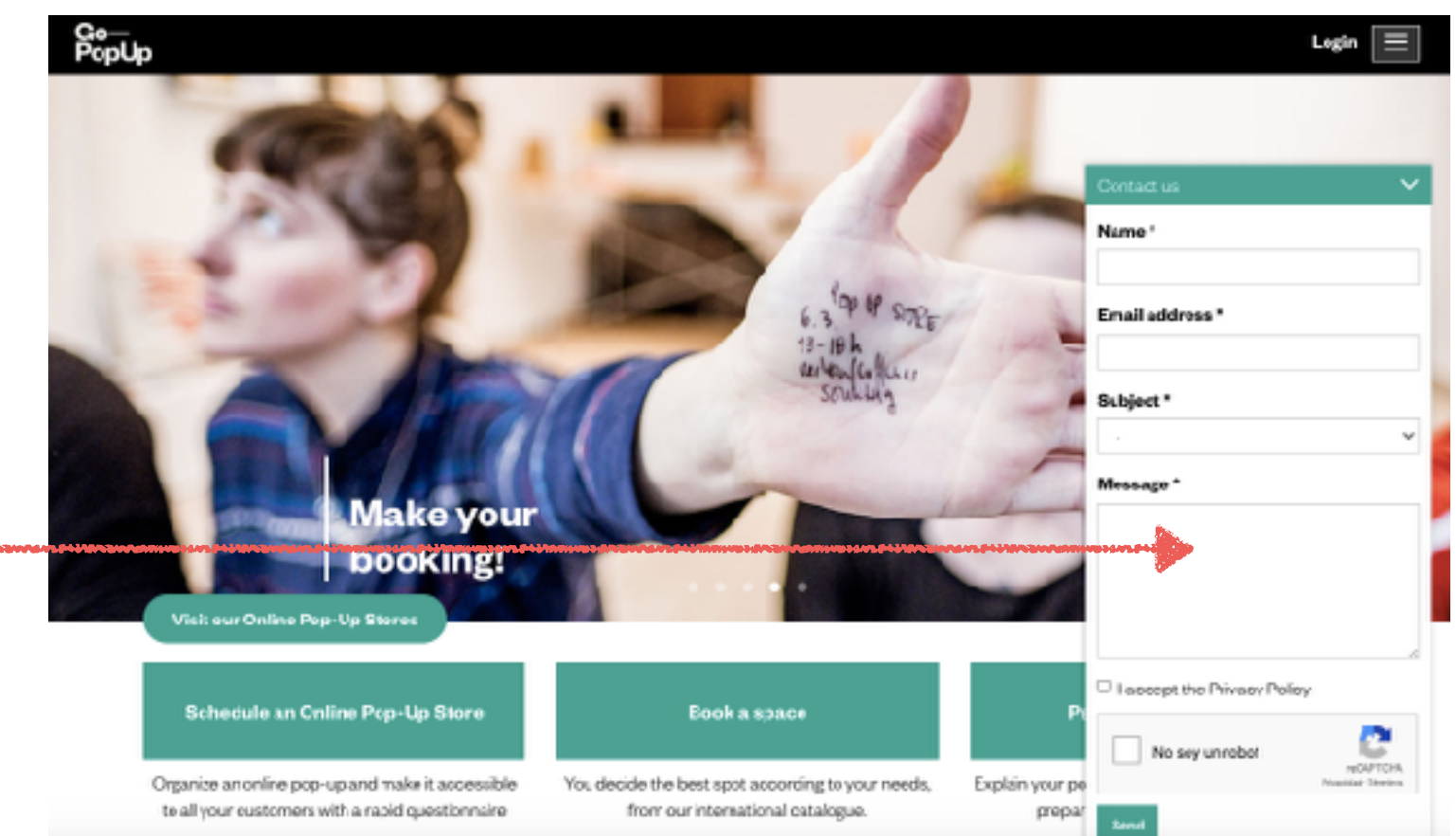
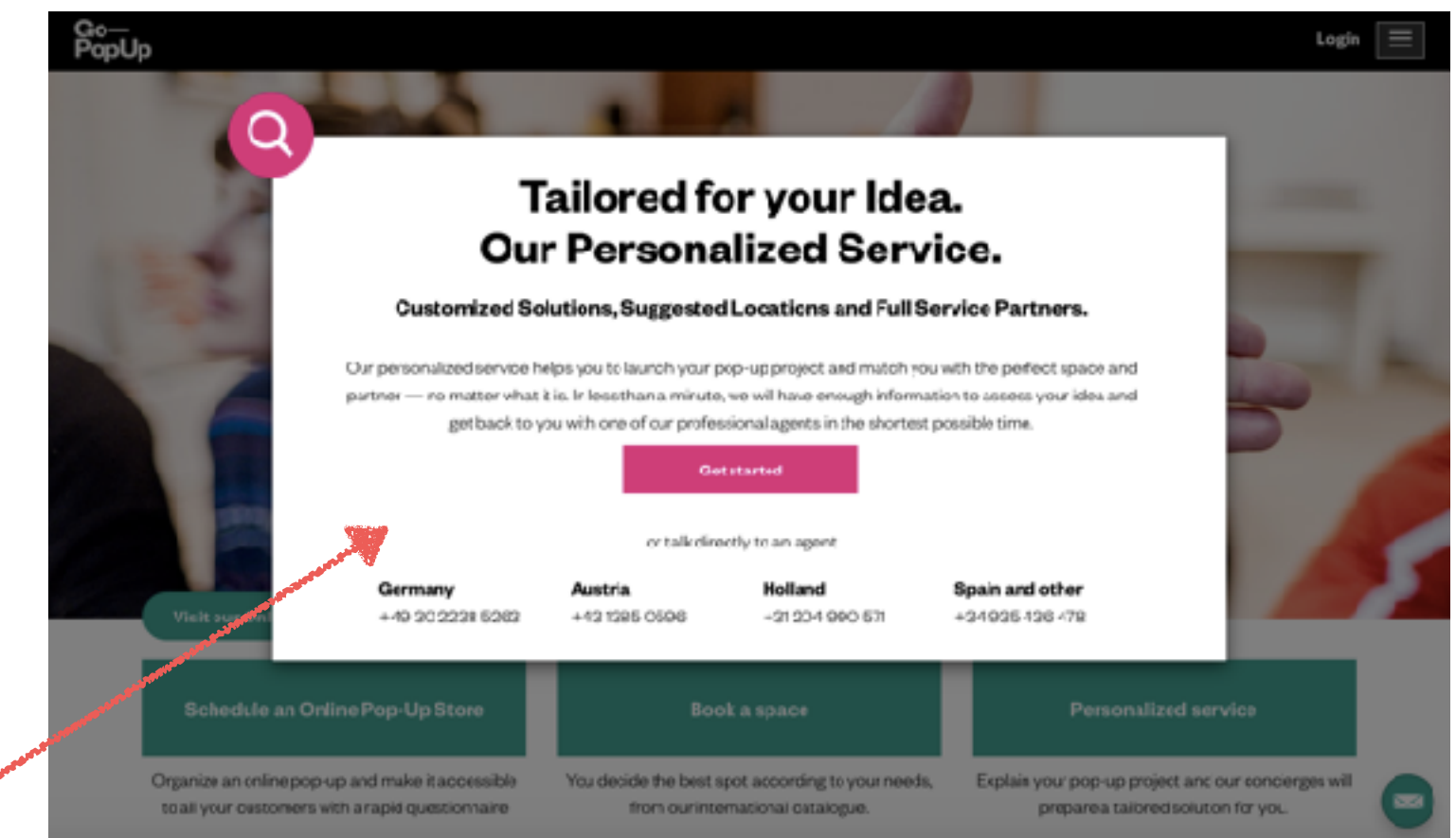
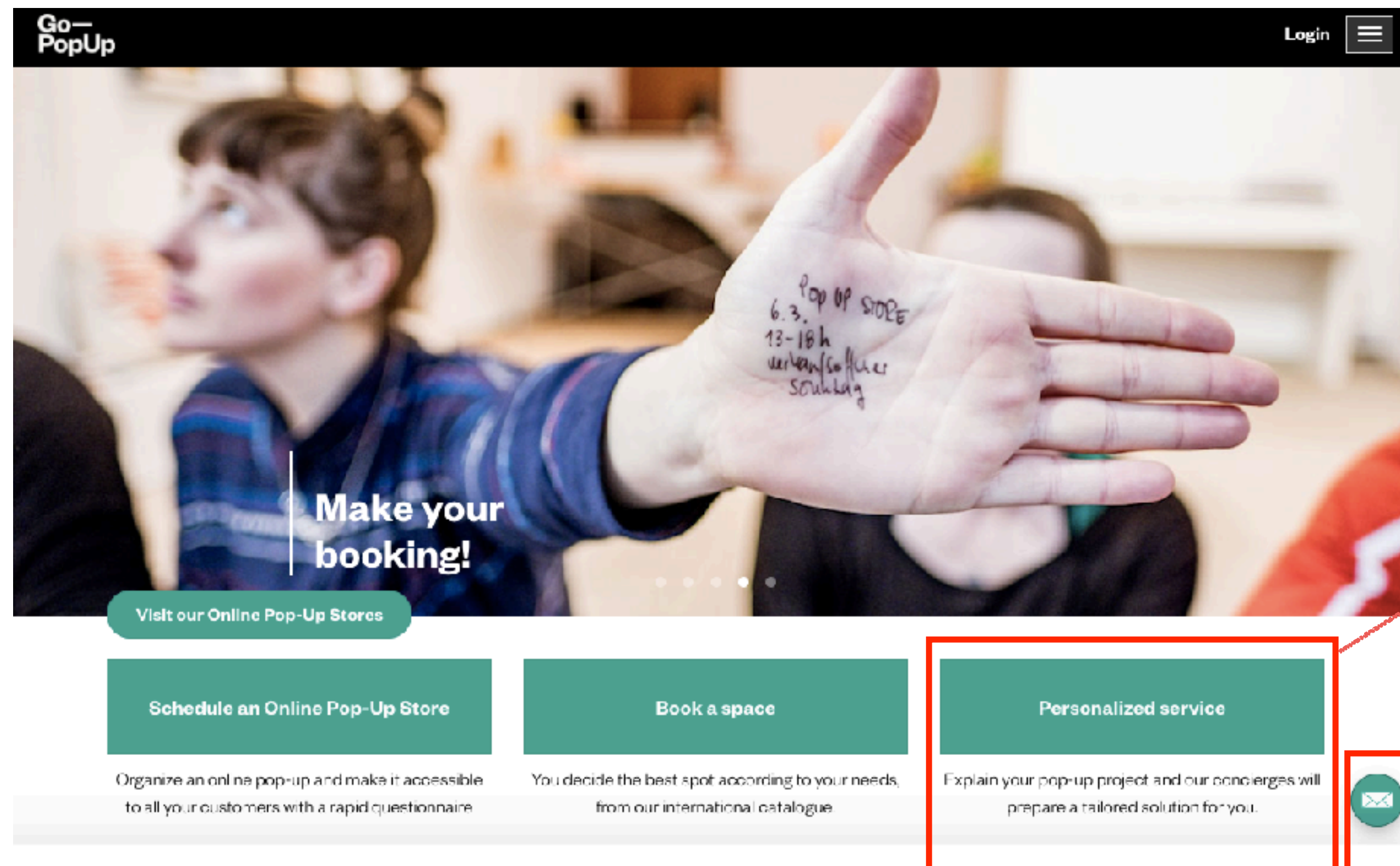
+1,500

success stories
since 2015

How to request our help for your Project.

If you want to create an outstanding pop-up experience for your clients, go to Go—PopUp website and describe your needs, or simply call us. We'll work together to succeed.

Go—PopUp Website



Contact.



Mark, MBA from Maastrich University, is an experienced entrepreneur and start-up executive, co-founder of Ubeo and skilled as COO and CFO, apart from his extensive online marketing expertise - [learn more.](#)

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