

REAL ESTATE WEEKLY

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Lifting the lid on popup retail

Pop-up retail has come a very long way in a short time. Once considered just a temporary space filler, it has become a powerful economic force in its own right.

A milestone, first-of-its-kind new book, *Pop-Up Retail: How You Can Master this Global Marketing Phenomenon*, deftly examines the reasons behind this booming business trend that has turned up all across the retail landscape from city downtowns to suburban shopping malls.

Author Christina Norsig, founder and CEO of PopUpInsider, the first online portal that efficiently matches landlords and retailers seeking temporary retail space, provides a behind-the-scenes look that deconstructs this retail phenomenon and provides an incisive blueprint for those looking to get in on the action.

Case studies, analysis and practical advice give the reader the necessary tools to understand and profit from the trend.

"Pop-up retail has skyrocketed

over the past few years and this is the first book to ever address all of the reasons behind its extraordinary sudden success," said Norsig.

"It also serves as a practical how-to guide for those interested in taking the plunge and exploring pop-up opportunities themselves. One of the reasons for pop-up retail's success is that it fills a vital need in the retailing industry for newness and excitement and there is still an untapped potential to be explored."

Topics addressed in the book include why customers are drawn to pop-up retail; What makes a great pop-up concept; How to scout a pop-up retail location; How to market a pop-up to attract customers; What are the common pitfalls of pop-up retail and how to avoid them

Norsig is also hosting PopUp Bootcamp seminars with topics including negotiating a temporary lease, finding the right location, estimating costs, design and staffing.



CHRISTINA NORSIG