




DIGITAL CITY SOLUTIONS
 THINK GLOBAL - ACT LOCAL



Contact details:

PopUp Stores Österreich

TSE GmbH

Hauptplatz 19, 4470 Enns, Austria

Max Homolka

Mobile: +43 660 667 9329

management@tse-gmbh.at

www.popupstores.at



POPUP STORES

REVITALISING TOWN CENTRES
ACTIVATING VACANT SPACES
PROMOTING NEW BUSINESS IDEAS



» **BEST EU PROJECT OF 2019!**



PopUp Stores Österreich

The PopUpStores concept is the best way to breathe new life into your town centre!

PopUpStores are based on an established concept that enables you to refresh your town without delay – quickly, easily and with plenty of know-how to back you up.

What is the point?

- » Fill the vacant spaces in your town centre.
- » Simple way to launch **new shop ideas** and enhance the attractiveness of your town centre.

How does it work?

- » You get in touch with us.
- » By taking advantage of **our implementation expertise**, you activate a working network between tenants, lessors and your town authorities.
- » To market your PopUpStores as effectively as possible, you receive **out-of-the-box marketing materials** such as flyers and posters, the PopUpStore cube and a **website** so you can get started on marketing straight away.
- » Interested in PopUpStores for your town? Then register with us today for detailed information!

GET IN TOUCH!

phone +43 660 667 9329 | e-mail info@popupstores.at



In the project competition 'Wertschöpfung am Land' ('value creation in rural areas'), the Federal Ministry for Sustainability and Tourism declared the **ZEITGEIST** PopUp store project the winning project in the tourism, trade and craft category.

Best EU project of 2019!

Winner of the Rural Inspiration Awards 2019



The PopUpStore project has also met with a strong international response. In the **Rural Inspiration Awards**, a Europe-wide competition attracting 180 entries, PopUpStores came **first in a public vote**.

Austrian President **Alexander van der Bellen** conveyed his congratulations on the win, citing the award as a valuable indicator of the great importance that Austria attaches to innovative EU projects.



PopUp Stores
Austria



**TENANTS WANTED:
ENQUIRE NOW
WITH
NO OBLIGATION!**

PopUp store owner promotion

In addition to a furnished shop in the town centre, we offer a complete advertising line and free promotion of the overall project. PopUpStores will also be highlighted and recommended on social media.

Print

Posters, flyers, folders, stickers, letter paper, banners, PVC window stickers, stand-up displays, etc.

Digital

Videowall animation, personal landing page, PopUp Stores sites online, etc.

**The time is now:
Start a business with
no risk!**

The innovative PopUpStores project gives you the attractive chance to launch your fresh business idea without delay.

With daily, weekly and monthly lettings offered, you can trial a new business model with no need for risk and high investment costs. Try out a new location, access a customer base, take full advantage of brisk trading times (e.g. the pre-Christmas period) or venture that long-planned step towards self-employment.

A local team in your town helps you with all aspects, covering everything from installation and marketing to customers, events, consulting and much more.



Your advantages

1. Low rental and investment costs
2. High profile with customers
3. Support with marketing
4. Flexible rental agreements
5. Trial your business idea

www.popupstores.at

**DO YOU
HAVE EMPTY
SHOPS?**



**FOR
ATTRACTIVE
TOWN CENTRES**

Advantages for lessors

Empty retail spaces are reactivated and incorporated into the PopupStore concept with the cooperation of the town. That means you save valuable time when looking for tenants and setting up a business.

Advantages

1. Fewer vacant units
2. Media coverage
3. Rental income
4. Revitalisation of town centre
5. Enhancement of real estate value
6. Possibility of securing long-term tenants
7. Advancement of renovation work

Reviving town centres

Vacant premises in town centres can be disastrous for tourism. **Ultimately, what shopping streets offer plays a part in determining the travel habits of tourists.**

When tourists take home good memories of a town, they will recommend it to others – and even come back again themselves.

If a shopping street is filled with empty spaces, however, the enthusiasm of visitors will be dampened. A fluctuating mix of sectors will therefore come as a pleasant surprise to those visitors who have been here before: your town will always have something new to discover.

Interested in PopupStores for your town?

Get in touch, and we will provide all the information you need!

phone **+43 660 667 9329** | e-mail **info@popupstores.at**