YOUR  
LOGO

**COMPANY NAME**

POP-UP SHOP EVENT PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to manage your upcoming pop-up shop event. We specialize in creating immersive brand experiences through well-executed pop-up events that drive engagement and sales.  
  
This proposal outlines our approach to delivering a successful pop-up shop for [Client Company Name].

# Project Objectives

The primary goals are:  
  
- Enhance brand visibility and customer engagement  
- Provide a unique, experiential retail environment  
- Drive foot traffic and sales during the event  
- Collect valuable customer insights and feedback

# Proposed Services

Our pop-up shop event services include:  
  
- Location scouting and venue negotiation  
- Shop design, layout, and installation  
- Permits and regulatory compliance  
- Inventory management and POS setup  
- Staffing, security, and guest services  
- Event promotion and marketing support  
- On-site event coordination and teardown

# Scope of Work

We propose the following scope of work:  
  
- Initial consultation and goal setting  
- Event concept development and design  
- Vendor and supplier management  
- Live event management and guest experience coordination  
- Post-event reporting and analysis

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Design | Concept development and venue selection | [Start Date] |
| Logistics & Setup | Shop design, permits, and installations | [Date] |
| Live Event Execution | Manage daily operations and customer experience | [Event Dates] |
| Teardown & Reporting | Dismantling and post-event analysis | [Completion Date] |

# Pricing

Estimated cost breakdown for pop-up shop event services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Venue & Permits | Location rental and compliance | [Amount] |
| Shop Design & Installation | Layout, fixtures, visual merchandising | [Amount] |
| Event Staffing & Management | On-site coordination and guest services | [Amount] |
| Marketing & Promotion | Event publicity and audience engagement | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a leader in experiential marketing and event production, delivering memorable retail experiences.  
  
- Experience: [X] years in pop-up events and retail activations  
- Expertise: Brand engagement, experiential design, retail logistics  
- Mission: To create impactful pop-up experiences that connect brands with their audiences

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Pop-up shop activation for fashion brand  
- Outcome: Increased in-store sales by 40% and boosted social media engagement  
  
Testimonial:  
“[Your Company Name] brought our pop-up vision to life with creativity and flawless execution.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Confidentiality: All event details and brand materials are confidential.  
Client Responsibilities: Provide product inventory and approve event design.  
Rescheduling: Subject to availability and vendor terms with [X] days’ notice.

# Acceptance

To approve this pop-up shop event proposal and initiate planning, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Authorized Representative]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_