



THE PERFECT PLACE FOR YOUR BRAND, PRODUCT OR EXPERIENCE TO **POP!**



The POP Program offers short term retail space for rent
for a day, a weekend, a week, a month or a year.



Ready to help you launch a new product, generate awareness,
move inventory, create collaborations or go omni-channel!



OUTLETS
WILLIAMSBURG

@outletswilliamsburg  
outletswilliamsburg.com

03/21



WHY POP?

- Locate your brand, product or experience among the **finest retail brands in the world**
- Strong customer traffic and demographics provide exposure to **millions of shoppers** who are ready to spend
- **Wide variety of sizes and locations** – we will work with you to meet your needs
- **Fast to market** – we work quickly without a lot of bureaucracy and paperwork:
 - Local approval and document signing
 - Short, standardized documents
 - Reasonable insurance requirements
 - Assistance with local resources (business licenses, utilities, etc.)
- **Reasonable rental rates** – our success is your success

COMPANIES THAT CAN BENEFIT

- Local & regional retailers
- Digital natives
- Unique brands
- Local manufacturers wanting to try the outlet channel
- Trunk show / market vendors



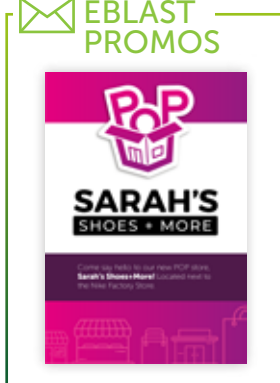
STRONG MARKETING SUPPORT

As good business partners, we will do everything we can to assist you with selling product with free* **marketing support** including social media exposure, e-mail blasts to our VIP shoppers and website listings.

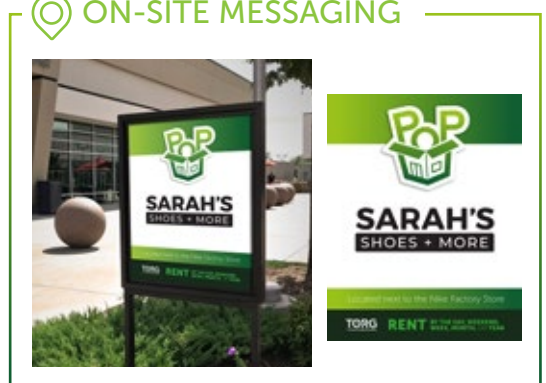
WEBSITE FEATURES



EBLAST PROMOS



ON-SITE MESSAGING



FEATURES IN PAID ADVERTISING



SOCIAL MEDIA PROMOS



*When available; space is free of charge; any production costs are borne by the tenant



POP OPPS

Opportunities to grow your business with the POP Program

- Holiday sales
- Move excess inventory
- Reach new customers
- Product launches
- Product display with or without customer engagement opportunities
- Product demonstrations
- Product sampling
- Brand activations
- Face-to-face customer engagement

MAKE YOUR BUSINESS



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**LET'S
CONNECT**

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