

Retail Pop-up Instructions

Description

The School of Retail Management Pop-up is a tool that may allow the School of Retail Management to stand out strategically and attract the attention of stakeholders including TRSM and community partners. The Retail Pop-up showcases the products and/or services of local/student owned businesses so that they may deliver positive, short-term retail experiences associated with the School of Retail Management.

The aims of the pop-up area are to:

- a) Engage TRSM students and TMU community,
- b) Raise awareness of the School of Retail Management,
- c) Be aligned with the retail leadership vision,
- d) Provide students an opportunity to showcase their skills (e.g., small/micro businesses),
- e) Enhance Retail Management's social media presence.

Eligibility to Participate

1. You are a TMU Student Business/Student Group
2. You are an Industry/Community Partner: A partner that is affiliated with the School of Retail Management, interested in showcasing something of value to the student community (i.e., not just selling products). For example, an interactive employer/recruitment booth

Participation Process

- 1) Prospective group/business completes the Intake Form:

[Retail Pop-Up Intake Form](#)

- 2) School of Retail Management communicates acceptance decision and timeslot
- 3) Group/business responsible for setup and takedown of pop-up. Note: No cash. Use TRSM or own POS (if applicable).
- 4) Group/business completes the Post-Use Form: <https://bit.ly/RetailPost>
- 5) Event is featured on the @retailTMU social media channels