


pop-up 

MEDIA KIT



pop-up go is an online meeting place for pop-up seekers and landlords, and trusted partner for securing, designing, executing, and promoting pop-up spaces and short-term brand activations.



Landlords can list their spaces on [popupgo.com](https://www.popupgo.com).
Space seekers can search online and select locations that meet their needs.

Offline, **pop-up go** offers two personalized services:



POP-UP MATCH

Delivers a custom match service that produces a curated pipeline of opportunities and is available to both landlords and space seekers.



MAKE IT POP

Delivers customized retail strategies, full-circle design and marketing campaigns specifically for those in the pop-up industry.



LINDA FARHA

Founder and Chief Connector

Linda Farha is a Toronto-based entrepreneur who foresaw an opportunity in the retail industry and the growing demand for short-term tenancy.

pop-up go is her latest brainchild that stems from her full-service marketing agency Zenergy Communications.

As an owner of multiple companies, Linda is well-versed in the marketing, retail and property management landscape.

She has worked with some of Canada's most respected brands and continues to build her network across North America.

With an insider's perspective of the pop-up industry,

Linda knows what it takes to connect the right people at the right time.



We're in the business of making memorable experiences.



BENEFITS FOR LISTERS

- Increase the visibility of your space
- Generate short-term revenue
- Access repeat and new foot traffic
- Leverage continuous tenancy
- Demonstrate the strengths of your space
- Avoid empty storefronts



BENEFITS FOR SEEKERS

- Experiment with low-commitment
- Grow your business
- Access potential consumers
- Test new markets
- Gather business intelligence
- Create a memorable experience



The **pop-up go** team is a valuable resource for expert opinion and insider information on the pop-up industry. We also write and contribute content to leading outlets in the industry.



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