



BRING MORE SHOPPERS AND BUSINESSES TOGETHER WITH A SHOP SMALL® POP-UP MARKET

CREATE A ONE-STOP SHOPPING EVENT FOR YOUR COMMUNITY

Creating a Shop Small Pop-Up Market is a great way to help online stores and local shops connect with more customers. This idea was inspired by Franny and Jet, who hosted a pop-up market to bring a mix of small businesses to their community. Your own marketplace can be a rented space or a few booths outside a local storefront. Whatever you choose to do, you'll be providing a fun, new way for small businesses to meet customers and for shoppers to discover more stores.

THIS EVENT GUIDE INCLUDES

Digital Materials

- Sample Facebook & Instagram posts and cover photos
- Sample Tweets
- Shop Small logos

Printable Materials

- "How-To" sheet for business owners
- Posters
- Customer Invites

HOW TO ORGANIZE THIS EVENT

- STEP 1** Reach out to your neighborhood's small businesses and ask them to be a part of your town's Shop Small Pop-Up Market. Encourage them to add their own unique touch to the event and get the community excited to Shop Small. Remember to check local permit laws as you decide on a location.
- STEP 2** Print copies of the poster, customer invites, and instructions included in this guide. Hand out the copies around your community and deliver to participating businesses to help promote the event.
- STEP 3** Spread the word in your community and on social media by using [**#ShopSmall**](#).

Just like you can Shop Small all year long, a neighborhood **Welcome Station** can be a great way to support events in your community any day of the year.

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