



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!



**LINCOLN CITY OUTLETS**

@lincincityoutlets    
lincincityoutlets.com

03/21



## WHY POP?

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- 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

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



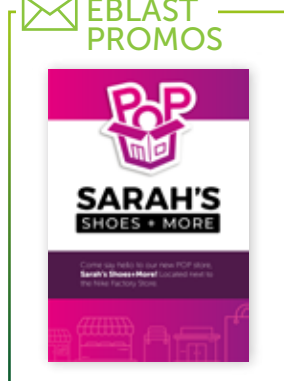
# STRONG MARKETING SUPPORT

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.

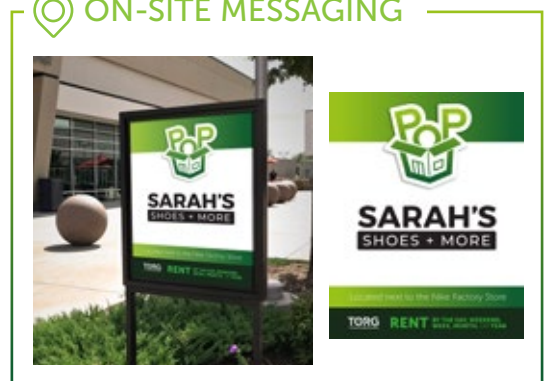
## WEBSITE FEATURES



## 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



1500 SE Devils Lake Road, Suite 500  
Lincoln City, OR 97367

**LET'S  
CONNECT**

**Sharyn Jasmer**  
Marketing Manager

541.996.5000  
sharyn.jasmer@avisonyoung.com