

## Old Town, New Ideas: Pop-Up Retail to Launch or Expand Your Business

Presented by **Alexandria Economic Development Partnership**

Opening a pop-up shop can be a low-cost and low-risk way to open or expand your business. Popping-up can help you test your business concept in a market and to expand your customer base. In order to ensure your success, this workshop will introduce a number of topics you should consider when planning to pop-up:

- Building a budget to open and manage a pop-up
- Finding the perfect space
- Negotiating a lease
- Planning the logistics for operating your pop-up
- Marketing your pop-up

For more information about the Pop-Up Program in the City of Alexandria, see <https://growalx.com/popup/>.

**Thursday, August 15, 2018**

9:00 AM - 11:00 AM

AEDP/SBDC Boardroom

625 N. Washington St. Suite 400

**Register Online**

<https://alexandriasbdc.org/event/old-town-new-ideas-pop-up-retail-to-launch-or-expand-your-business/>  
[www.AlexandriaSBDC.org](http://www.AlexandriaSBDC.org)



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