

Willowbrook



Willowbrook Pop-In Application Form

Business Name: _____

Contact Name: _____

Contact Phone Number: _____

Contact Email: _____

Website: _____

Please Explain Your Store/Business:

What Makes You/ Your Product/ Your Store Unique:

What Is Your Social Media Following? Do You Have Any Other Marketing Channels:

How Would You Promote Your Pop-Up At Willowbrook:

Is There Anything Special You Would Do To Encourage Shoppers? (i.e. free item to the first # of visitors, special discount on day 1, special offer, etc.)

What Is The Length Of Time You Would Request In The Pop-In? (i.e. 1 day, 2 days, 3 days, 1 week, 2 weeks, etc.)

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Please Provide Us With Three (3) Potential Dates For Your Pop-Up:

1. _____
2. _____
3. _____

Anything Else We Should Know That Might Help Us Make Our Decision/ Decide If There Would Be A Good Fit?

The Retail Unit Will Be Approximately 800 sq.ft. How Would You Merchandise The Space?

Important Rules And Notes:

- The space will be offered complimentary to those vendors chosen
- It will be required that all vendors will need to sign a facility license agreement that will list all requirements as well as a detailed map and instructions
- Vendors will need to provide a Certificate of Insurance providing \$5-\$10 Commercial General Liability and \$1-\$2 million Risk Tenants Liability
- At the end of the pop-in, vendors will need to provide a total listing of total number of transactions as well as total sales
- On the dates chosen, the vendor will be responsible for operating the pop-up during all of the centre's hours:

Regular Centre Hours

Monday–Tuesday: 9:30am–6:00 pm
Wednesday–Friday: 9:30 am–9:00 pm
Saturday: 9:30 am–6:00 pm
Sunday & Holidays: 11:00 am–6:00 pm

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