

VENDOR

GUIDE

URBAN ARGYLE PRESENTS
THE ULTIMATE POP - UP SHOP

LETTER FROM OWNER

Greetings,

Each homecoming season, I like to reflect on the past year. As business owners, it's our job to know, gauge, and adapt to the requests of our clientele. This comes with a plethora of demands, innumerable personal sacrifices, and a perseverance that we sometimes surprise ourselves with. When my business started to gain traction a few years ago, I was forced to adapt quickly. There was a demand for my product (at the time #GHOE t-shirts) and a short window of opportunity to make it happen. I had plenty of online sales, but I realized that there was a demand for a physical presence and an opportunity to purchase in person. The next couple of years as my products and brands expanded to offer more things (#HBCUGRAD, Shop1891, etc.) I was afforded the opportunity to set up at a few events and day parties where sales were successful. But still there was something about the venture that didn't feel up to par.

With the memory of my experiences fresh in my mind, I recently obtained a physical office and later decided to have a Pop-Up Shop within. I wanted to create an atmosphere where people would come with the purpose of making a purchase, timed perfectly with the Friday morning and afternoon of homecoming as everyone was getting in town. I figured I could set up in my office from 10AM until 3PM and in my mind by 3:30PM I'd be partaking in spirits and preparing party. That morning, I casually walked off of the elevator at 9:30 AM and as I turned the corner to my office I realized there was already a line formed at my door. That day, we went nonstop until about 4:30 PM making sales. I decided that the next year I'd get a little bit larger venue than my then 300 square foot office to accommodate the traffic flow.

This year, I decided to expand the entire concept. I realized that this was an opportunity for not just myself, but other business owners who had the same goal to come together. An opportunity to create an atmosphere of commerce. An opportunity to actively exercise the importance of circulating the black dollar. An opportunity for other business owners like myself to get in, get out, and still be able to access their markets. So I decided that I'd get a large enough venue to accommodate that. This year, #HBCUGRAD will be hosting the Ultimate Pop-Up Shop for Homecoming this year. I believe that through this event we have a real opportunity to make a statement as black business owners. We have an opportunity to collaboratively pull our markets and followings together to expose them to our businesses and genuinely support each other. My hope is that after reading over the details of the event you will consider being a part of the 20 businesses I'm looking to lock in and work with for the inaugural year.

Asaad Thorne
Founder / Owner Urban Argyle & HBCU Grad



GENERAL INFORMATION

The Ultimate Homecoming Pop-Up Shop will be a one-day event, hosted by Urban Argyle, to promote and increase opportunities for black business owners to collaborate and bring awareness to their products and/or services in an atmosphere where they showcased and not simply sidelined. This year's event will be on October 23, 2015 from 10:00am – 3:00pm at the Marriott Greensboro Downtown.

VENDOR INFORMATION

Each vendor will be provided a six-foot table with linens (tablecloth and skirting), one chair, and a wastebasket. The vendor fees are as follows:

- Product Vendors (On-Site Sales)** \$125.00
- Service Vendors (NO SALES)** \$100.00
- Booth Internet Access** \$25.00
- Extension Cord or Power Strip** \$15.00

Vendor set-up will start at 8:00am; spaces will be pre-determined (in order of registration) for printing purposes. Registration for the event will close on September 25, 2015 at 5:00pm or whenever all available spaces are filled, whichever occurs first. To register, please visit <https://urbanargyle.wufoo.com/forms/pcsu7o00zqielp/>.

EVENT MARKETING

As a part of event marketing and brand awareness, vendor names and logos will appear online and in print as they relate to the event. When registering, please be sure to register using the exact company name as you wish it to appear in all promotion material. Also, if there is a particular company logo or photograph you would like associated with your brand, please submit that immediately after registering as well, otherwise one will be chosen on your behalf. Vendors are asked NOT to publicize or advertise the event until October 1, 2015 to allow for a collaborative campaign effort. A conference call will be held with all participating vendors on September 28, 2015.





**URBAN ARGYLE PRESENTS
THE ULTIMATE POP - UP SHOP**

Greensboro Marriott Downtown Ballroom
October 23rd, 2015
10 AM - 4 PM

Check in time: 8:00 AM

How many people to a booth: 3

Breakdown: 4:00 PM cleared by 5:00

**VENDOR
LOGISTICS**

QUICK FACTS

PURPOSE OF EVENT

The purpose of The Ultimate Pop Up Shop presented by Urban Argyle is to create a communal atmosphere of commerce for African American business owners. This event seeks to promote the importance of the circulation and retention of the black dollar as a means of community empowerment.

STATISTICS

Urban Argyle has access to over 12,000 unique users accumulated through online sales, social media followership, list serve signups, and users who have downloaded the app. The online store (HBCUGRADshirts.com) averages around 1500 (800 unique) hits per week.

BUSINESS BACKGROUND

Urban Argyle was founded in North Carolina in January of 2010. The goal of Urban Argyle, LLC is to use apparel as an innovative means to showcase pride, influence networking, and effect social change. Since its inception it has launched a wide array of clothing for students, alumni, and supporters of Historically Black Colleges and University.

In 2014 the White House Initiative for Historically Black Colleges and Universities recognized the work done by the company for HBCUs. This same year the #HBCUGRAD App was launched, which serves as a digital networking hub for students, alumni, and supporters of HBCUs.

Urban Argyle has supported Camp Lead-Up financially since its inception in 2011. Camp Lead-Up is a Summer Leadership Institute for middle and high school students that has a focus on promoting attendance at Historically Black Colleges and Universities.

In 2015 the #FutureHBCUGRAD school supply drive was also launched which collects school supplies in support of Hairston Middle School.

COMPANY GOALS

Urban Argyle seeks to serve as a vehicle to continually provide innovative methods to empower and connect members of the African American community.



CONTACT

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