

MILWAUKEE, WI

2025

***BEYOND THE BASICS:
CREATIVE USE CASES***



EMPLOYEE STORES

- Employee on-boarding
 - Give new hires an e-Certificate as part of a welcome kit
- Employee anniversaries and birthdays
 - Give employees an e-Certificate for company swag to celebrate milestones
- Incentive programs
 - Allow employees to earn points by completing specific tasks or reaching certain goals and redeem them in the company store

TEAM STORES

- Invitational Events & Tournaments
 - Instead of selling t-shirts at a tent and table set up, use a QR code that leads them to an online store. People can purchase items before, during, and after the event.
- District/State Championships
 - QR code leads to online store to purchase event apparel
 - Create a store for winning school's team and fans to order "District Champs" or "State Champs" gear
- Sports Camps
 - Practice jerseys, t-shirts, and memorabilia

CORPORATE POP-UP SHOPS

- Employee Appreciation Day
- Industry specific appreciation days/weeks
 - For example: Nurses Week, Teacher Appreciation Week, Administrative Professionals Day, IT Professionals Day, Customer Service Week, etc.
- Anniversaries
 - Celebrate company milestones - 5 year, 10 year, etc.
- Company events (family days, picnics, etc.)
 - Allow employees and their families to purchase apparel and other items
- Corporate outings
 - Design fun matching shirts and make it easy to collect and distribute (much like Chipply did with our Brewer's game t-shirts)
- Conferences
 - Collect info for badges, allow attendees to "build their own" swag bag

FRANCHISE OR DEALER STORES

- Auto Dealerships
 - Employee uniforms
 - POD/one-piece minimum items for customers to select as a thank you gift
- Insurance Companies and Banks
 - Branded apparel for employees and promotional items (pens, mugs, etc.)
- Gyms
 - Not only can you offer employee apparel, but members can purchase apparel and other items as well (t-shirts, hats, hoodies, water bottles, shaker bottles, towels, jump ropes, yoga mats, etc.)

EVENT MERCH STORES

- Races (5ks, marathons, mud runs, triathlons, etc.)
 - Allow registrants to choose their merch when they sign up
 - QR code for attendees to buy before, during, and after the event
- Concerts
 - Apparel and memorabilia
- Community events (fairs, festivals, parades)
 - Make collecting sizes and distributing to volunteers easier
 - Allow community members to purchase items as well
- Graduation
 - Create packages for ceremonial items: Cap, gown, stoles, cords, etc.
 - “Class of” apparel, yard signs, other keepsakes
- Other school events (homecoming, Spring Fling, Prom)
 - Allow committee members to order apparel
 - Categorize by classes

FUNDRAISER STORES

- Project Graduation
 - Allow participating seniors to earn points according to how much they sell, then set up a redemption store with Senior/Class of swag
- Team/Booster club
 - Sell spirit wear to students, parents, and staff
 - Create pop-up stores focused on special events: homecoming, senior night, rivalry games, etc.
- Non-profits
 - POD stores with retail-relevant items related to the cause with a set fundraising amount
 - Example: an animal rescue group might sell “Rescue is my favorite breed” hats and shirts
- Mission trips
 - Churches and youth groups can use pop-up shops to fund upcoming trips

RETAIL BRAND STORES

- Examples:
 - Restaurants/Bars
 - Wineries/Breweries
 - Coffee shops
 - Bookshops
 - Local bands/Artists
- Allow brands to set up year round/POD stores to sell merch to customers without having to keep inventory on hand
- Focus on retail relevant items, or items targeted to the brand's audience
 - Higher-end headwear, t-shirts, and hoodies, not cheap giveaway items
 - Coffee mugs and travel tumblers for coffee shops, book lights or book ends for bookshops, custom calendars with local show dates for bands and artists

HOLIDAY/SEASONAL STORES

- Breast cancer awareness
 - Create pop-up shops for pink-out events
- Pride
 - Create pop up shops for local pride events
 - Choose LGBTQ+ owned vendors or vendors with LGBTQ+ give back initiatives and/or set fundraising to support LGBTQ+ charities
- Christmas
 - Curate requestor stores and templates of items that have deep inventory/quick TAT for your customers to choose from when setting up their holiday stores
- Veteran's Day
 - Choose items from vendors that are veteran owned or with veteran focused give-back programs, or set fundraising to give a percentage of proceeds to a local veteran program